

Truth Files: Update #2

Date: August 4th, 2010

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Passive Income Takes Effort Up-Front ... There is NO Way Around This Fact!!

Near the end of April, I started documenting a project aimed at showing you how an autopilot/passive income stream is really created.

The main point behind all this is to show you that earning money online takes work.

It's definitely worth it, but there's no way around the work. Even if you outsource, you still have to manage the outsourcers.

The fact that '*making money online*' takes work is something that is rarely mentioned in the internet marketing industry.

Everyone wants you to believe you can start making money nearly overnight especially if you buy their course. Unfortunately that's how they make THEIR money.

And that's one reason why the internet marketing industry is getting a very bad reputation.

As well as why so few people are succeeding with it.

Their expectations are very far off from reality because they've been misled by many marketers trying so hard to earn online at any cost.

These marketers show plenty of screenshots, but they don't talk about the work it took to get there or the time it took to earn their money.

This short report and others like it are aimed at showing you the truth behind those ads where the marketer claims you can "Learn How I Bring in \$15,839.67 a Month While Surfing At the Beach" or "How I Raked in \$127,948.54 in 5 days".

It may be true, but they're not sharing most of the story with you. If you look back at my first Truth Report (which you can find [here](#) ...) you'll see that I'm showing you some pretty pitiful screenshots so it's pretty obvious I'm not holding anything back from you.

There's plenty of work involved with what I do, but I do earn a very reputable income doing it.

Mostly because I keep at it.

Anyway, I know it's already August, and I'm finally putting together another Truth Files report to show you my progress.

Sorry about that delay ☹️, but that's just how I operate.

I get sucked into doing something and don't like to pull away.

I wasn't planning on publishing my results every month, but I was starting to feel bad because a lot of people have visited that first Truth Files post I made on my blog and asked me for updates.

I'm happy so many people are interested and will try to keep you in the loop, although again, I don't plan to make monthly updates.

So here's another installment of my Truth Files and further information on what exactly it is that I'm doing.

To re-cap, I have about 20 sites that I began working on last November.

They all started with just 3 main pages of content.

Once I got the first bit of content up I promoted them with a few link building methods and then I built them up to 20-30 pages each over the next few months.

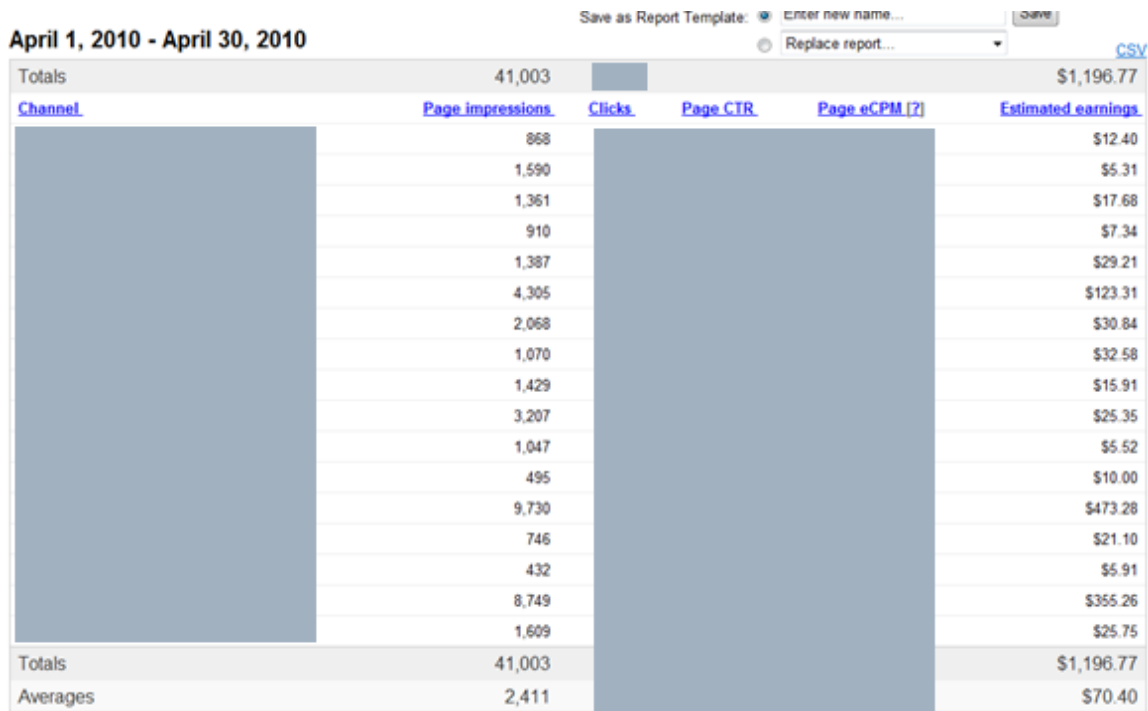
By March I earned a monthly total of \$818.38 in AdSense and \$167.87 from CPA offers.

If you don't know too much about AdSense, it's a program run through Google. You sign up for free and if they accept you (which they will if you have a decent looking site) then you just stick a bit of code on your site. When people click on the ads, you earn some money. If you're new to all this, I'd start there and then work your way up to CPA offers...

Anyway, my total earnings came to about \$1,000 for the month of March, which was about 4 months after launching the sites.

In that last PDF, I started showing my earnings for the month of April, but the month wasn't yet over, so didn't have a complete picture of that. So I'll start there.

In April, my AdSense earnings alone were \$1,196.77 for these sites. Here's a screenshot of this...



The screenshot shows an AdSense report for the period of April 1, 2010, to April 30, 2010. The report is titled 'April 1, 2010 - April 30, 2010' and includes a 'Save as Report Template' option. The main table displays performance metrics for various channels. The columns are: Channel, Page impressions, Clicks, Page CTR, Page eCPM [7], and Estimated earnings. The 'Channel' column is mostly obscured by a grey box. The 'Page impressions' column shows values ranging from 432 to 9,730. The 'Estimated earnings' column shows values ranging from \$10.00 to \$473.28. A 'Totals' row at the bottom of the table shows a total of 41,003 page impressions and \$1,196.77 in estimated earnings. An 'Averages' row shows 2,411 page impressions and \$70.40 in estimated earnings.

Channel	Page impressions	Clicks	Page CTR	Page eCPM [7]	Estimated earnings
Totals	41,003				\$1,196.77
	868				\$12.40
	1,590				\$5.31
	1,361				\$17.68
	910				\$7.34
	1,387				\$29.21
	4,305				\$123.31
	2,068				\$30.84
	1,070				\$32.58
	1,429				\$15.91
	3,207				\$25.35
	1,047				\$5.52
	495				\$10.00
	9,730				\$473.28
	746				\$21.10
	432				\$5.91
	8,749				\$355.26
	1,609				\$25.75
Totals	41,003				\$1,196.77
Averages	2,411				\$70.40

I don't have a screenshot of the CPA earnings for you, but I did record the earnings for the CPA program in my notes.

It was \$814.15 that month.

And there was another \$40 for a different CPA program I'm 'testing' out. I say 'testing' in quotes because I'm not really testing it; I just have it stuck on one of my sites somewhere. I should do more with it.

But anyway, during April I earned a total of \$2,051.15 from AdSense and the CPA offers.

Not too bad.

If you'll notice from the AdSense screenshot, there are 3 sites earning over \$100 for the month, with two nearing almost \$500 for that month. I've also got one bringing in nearly 10,000 unique visitors in a month.

So it's getting more exciting.

I don't have that \$814.15 CPA screenshot for you, but like I just mentioned I did in fact earn just slightly over \$2,000 for the month of April from this network of sites.

I know people out there earn \$10K or more in like 2 days or even \$2 million in 5 days, but my reality is that I'm not going out into the speaking circuit, staying up late drinking in the bar making deals and meeting joint venture partners.

That's just not my thing.

I'm also not that into pushing my products on people. In all honesty, I'd much rather offer people free information on my sites and earn from advertising revenues.

It's a business model I like.

And it gets even better for me since I chose a market for ALL these sites that I'm passionate about.

I was able to do that because they're all in a related market.

For example, if I were into finances, then all these sites would be about different angles of financing ... or if I were into home improvement, I might have a site on kitchen remodeling, one on bathroom remodeling, one of painting, etc...

Again, before I started this network of sites I had one massive site in a very broad market like financing or home improvement. I started earning a decent amount of passive income from it and thought I'd branch out by covering each main topic within its own site.

So all these sites are in one main market and the most important point is it's something I'm passionate about and not just random keywords I typed

into a tool to find out had "x" monthly searches and "y" amount of competition.

However, I do want to point out that my main market is one people are spending money in. So to say 'just pick something you're passionate about' is not enough. It has to be a market where people are spending money, so you have plenty of opportunities to earn through advertising revenues.

Now I do know there are faster ways to earn money online, I've even been involved with many of them, but for me, this is easier.

It does take a while to get started earning, but once you get there, as long as you know what you're doing with SEO and actually offer something of value, you're going to keep earning.

That's my business model in a nutshell.

So yeah, it took 5 months for me to earn \$2,000 a month from this, but I hope I'll be earning that money for years to come, each and every month.

And of course I'm not done yet ...

May earnings...

I more than doubled my AdSense income from April to May. As you can see in the screenshot below it went up to \$2,715.66 that month from AdSense alone from these new sites.

So things are starting to get much more interesting.

I also nearly doubled my CPA earnings and earned \$1,430.50 from one program and \$185 from another. Sorry, but it looks like I can't get this screenshot either (I do have some more recent ones as you keep reading).

Anyway, my total earnings from this new network alone in May were \$4,331.16.

As you can see, I more than doubled my earnings in one month.

I'll get into a little more about how I'm doing this after we take a look at the screenshot below...

Save as Report Template: Enter new name... Replace report...

May 1, 2010 - May 31, 2010 CSV

Channel	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
Totals	60,224				\$2,715.66
	1,361				\$20.97
	2,828				\$47.35
	1,799				\$20.48
	1,503				\$40.97
	1,325				\$47.40
	4,473				\$115.32
	3,303				\$38.80
	1,407				\$9.39
	1,673				\$4.95
	3,662				\$31.75
	1,287				\$4.28
	1,095				\$12.26
	13,101				\$934.98
	1,636				\$26.33
	615				\$7.15
	17,603				\$1,331.28
	1,553				\$21.99
Totals	60,224				\$2,715.66
Averages	3,542				\$159.74

I'd like to point out that I earned over \$1300 in a month from one of my top sites, which is one of the three I actively promoted.

This was something I mentioned in the previous Truth File. I realized it was going to be impossible to actively promote all these sites at once so I focused on just 3.

So doing that brought me to over \$1300 just from adsense.

I don't know exactly how much that site brought in from CPA offers, but I'm guessing it is a large portion of the CPA earnings as well. In fact, I might be earning about \$2,000 a month from just the one site. And the site at that time was only 20-30 pages of content.

It's really nothing fancy at all at this point.

And we're at month 6 if my math is right.

As you can see, there's another site at nearly \$1,000 just in adsense as well.

The third site I started actively promoted has really dropped off, but I do a lot of link building, often change the layout of the sites (and in the process, often wind up with broken links because I'm nowhere near as organized as I should be).

Again, please don't try to build this many sites all at once, I've not been successful at it and there's a good chance I may have had more assets than you to start with.

I had to neglect most of the sites and focus on just 3 as even with outsourcers, it became a little too overwhelming for me.

OK, so what exactly have I been doing?

As I already mentioned, I've been adding content to the sites. Now when I add content I definitely conduct pretty intensive keyword research first so that I make sure it's content that has a chance of coming up in the search engines for terms people are searching on.

So the last thing I do is write random articles on topics I think sound good. I do research first.

Since I outsource most of my content, I don't have to spend the time writing it, but it might take me 3 hours to finish the keyword research for 20-30 articles and then hand them off to an outsourcer.

I also make sure my pages are optimized. By that I mean the title tags, meta tags, internal linking structure and so on. So I'm using good SEO strategies.

One of the other main things I've done is try out ALL (and I do mean ALL) of the link networks out there. Unfortunately, I've cancelled almost ALL (and yes, again, I do mean ALL) of them.

They just aren't that great.

I told you in the last report I'd share what's been working. Well here's the short list ... Linkvana and Distributeyourarticles.com

I've still got a few memberships to other link networks that I'm trying to decide on, but that's all I feel confident enough to pass on to you.

So anyway, back to what works...

Linkvana is great; I've been a member pretty much since it became available. I just load up each of my sites as an individual project and spend some serious time getting the link page set up.

With Linkvana you copy and paste in your full URL to the webpage and then you separate the URL with a pipe symbol (like this |) and then put in the keyphrase you want that URL to rank high for. You put all your pages and all the keyphrases you want those pages to rank for on your link page.

So for example, you might have this:

`http://www.inlineseo.com|seo training`

I just had to get that in there so I could make a very elegant plug (OK maybe not so elegant) about the fact that my InlineSEO.com site ranks

high for the keyphrase "SEO training". Pretty cool if you ask me and I didn't even use Linkvana to get that.

Anyway, back from my elegant obnoxious plug...

For each and every page of content on my sites (for all of them), I usually target more than one keyphrase.

So for a 20 page site I may have each URL listed out 3-4 times, each with a different keyphrase.

It takes longer to get traffic and rankings this way, but in the end I know it's worth the wait. Because when the day comes, you'll see huge increases in traffic and your income practically overnight.

That's what happened with a few of my sites during May.

If you're interested in joining Linkvana, here's an [affiliate link for you](#). If you use this link you'll get 25 free blog posts when you sign up.

Linkvana isn't for everyone though, personally I don't recommend it to you unless you're already earning some money and you have at least 3 sites you need to promote.

Otherwise, you should wait.

It's \$147 a month plus you need to have the blog posts written, so it's expensive.

If you're not earning yet, just keep this in mind for later.

Then the other thing I like and use is Distributeyourarticles.com. You load up one article with dozens of different resource boxes.

Then distributeyourarticles.com sends that one article all over.

Note that I'm sending the exact same content with a different resource box to each article directory.

The resource boxes link back to different pages using different anchor text. This is how I'm getting so many high rankings for lots of different keyphrases and not just a handful.

I manually submit that exact same article to ezinearticles.com with a resource box I know they'll accept.

That way you're getting lots of links back to different pages of your sites with different anchor text.

This works.

If you don't believe me you can try it out (I know a lot of people will tell you that you must send out a unique article to each directory, but I'm getting great results my way and it's easier).

Or you can of course keep doing whatever you're doing.

But, I'm 100% sure this can give you a big boost in the search engines.

You do need to take the time to write a lot of different resource boxes (the more the better), but once you get them done, you save them and use them each time you submit another article.

During May, the sites I spent the most time promoting only had about 10-15 articles submitted this way and they're getting over 10,000 unique visitors a month (double checked from the AdSense stats and my control panel stats).

I did use other methods of link building, but I know this was one of the biggest factors, that and the way I do keyword research along with how I organize my sites.

If you're interested, here's an [affiliate link for Distributeyourarticles.com](#). Right now they have 3 options for a membership. You're going to need to get one that allows you to have 'unique versions' of your article.

The most basic plan does not.

Also, I don't recommend writing unique versions for the body of your article with this service. At the time I'm writing this they only allow one level of spinning. That means you can only alternate sentences or paragraphs and not words within them.

That doesn't get you to the point where your content will really appear unique to the search engines.

Trust me, I could write a dissertation on duplicate content.

If you want to spin and submit unique content make sure you're spinning sentences and words, not just exchanging sentences.

I don't really want to get into this any further, but using this service to submit one article with different resource boxes (with different anchor text to your various webpages) works very well and is a great way to efficiently use article marketing for gaining backlinks.

I do want to point out that I've also done some directory submissions, bookmarking and gotten links from third party sites.

June's earnings...

After May's big increase, June was a lot less spectacular. June went up a little, but not as much as I was hoping. The total for June was \$4808.67.

So I earned only about \$500 more during June than in May.

June's breakdown was \$2,258.39 in AdSense earnings and \$2,525.28 from the main CPA program (and yes, there's a screenshot here). The 'test' CPA program was at \$25. So AdSense went down a little, but the CPA earnings went way up.

Save as Report Template: Enter new name...
 Replace report... [CSV](#)

June 1, 2010 - June 30, 2010

Channel	Page Impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
Totals	45,167				\$2,258.39
	760				\$10.11
	2,751				\$25.40
	944				\$8.09
	1,575				\$52.03
	862				\$29.56
	2,549				\$119.06
	2,130				\$35.32
	762				\$4.66
	647				\$6.45
	1,543				\$28.64
	538				\$0.96
	582				\$13.90
	5,700				\$378.59
	4,453				\$267.62
	278				\$10.36
	17,921				\$1,245.90
	1,172				\$21.73
Totals	45,167				\$2,258.39
Averages	2,656				\$132.85

Campaign

From Date Jun 1 2010 To Date Jun 30 2010

Report Type Report

[create](#)

Campaign Stats

Campaign	Clicks	Total Revenue	Direct Leads	Direct Leads Revenue	Call Center Leads	Call Center Leads Revenue
		\$2237.475		\$2147.475		\$90

Here's a few reasons for the lower-than-I-was-hoping-for ad revenues...

For one, I started moving AdSense around a lot during June and added more CPA offers. So that accounts for some of flip-flop in earnings.

And if you'll notice, the traffic just didn't increase much this month for me, but instead stayed pretty much the same if not lower for many of the sites.

As you can see I had a lot of sites over 1,000 page impressions during May, but many of them slipped back down in June.

One site, one of the 3 I really started promoting, hit over \$1,200 that month. The other 2 dropped down.

This just happens, especially when sites are new.

One explanation for this could be because Google updated their algorithms, and many of these sites are pretty new and without a whole lot of links, so that impacted them. None of my other sites, sites I've had for years, showed any decrease in rankings or traffic at all.

But I will admit that some of these newer sites may have been impacted. As you can see, even with a new network of sites, some of which don't have too much in the way of content, my income didn't go down.

So it wasn't something I really worried about, and as you keep reading you'll see that even though this month's earnings didn't increase by that much, next month they sure did.

If you visited any forums during May or June you would have heard a lot of people screaming about the "May Day" update (that's their term for it, not mine).

I didn't really see a whole lot of impact in my earnings other than that they didn't increase as much as I was hoping. But I still came out ahead, with nearly \$5,000 that month.

I should point out this is in month 7 from building these sites. Again, I started in November, but all the sites were done and ready for promotion in December.

So I'm counting December as month one. So that's 7 months and I'm at nearly \$5,000 a month of what would be passive income except I'm still trying to increase my earnings, so I'm putting in plenty of effort.

I do want to make a point of this because although it's not "\$43,000 in 1 week" or any other ridiculous claim, for many people \$5,000 a month is enough money to quit their day job.

And it was all done in 7 months. I'm sure if instead of building 20 or so sites you just built 3 you could get to the same point (especially since most of my income is coming from about 3 sites).

I should point out that I didn't pick these 3 sites to focus on because they were earning the most, but because they were at the top of the list on my whiteboard.

So 3 sites could get you to this level. In all honesty, one could, but if you like to diversify, pick 3.

All you really need to get something like this going is SEO guidance (if you don't already have it) and to put in some hard work especially if you don't have the money to outsource.

There are a lot of people out there desperate to quit their jobs and this is likely enough to do it.

But this method requires work and a lot of it.

Again, you can't do this overnight.

I just want to be completely honest with you.

But if you get started and stay focused on this, you can get there.

I love this method of making money because I don't have much in the way of daily support to deal with, it's passive once it's set up, and I'm providing a lot of value for people.

So \$5,000 a month in 7 months is pretty good, especially when I read so much about people hoping to make even just \$30 a month from a single site.

As you can see there's a lot more potential out there than \$30 a month per site...

... I really don't understand why people are selling themselves so short.

I hope by sharing this with you it might inspire you if you're in the situation where you'd like extra money or maybe even want to trade in your day job for owning a business.

But you should know that you've got to treat it like a business.

After nearly 10 years of earning money online I don't know of any way for you to turn your computer into an ATM machine that'll spit money out at you. So if you read a sales letter claiming that, my best advice for you is to hit your browser's back button immediately!

So \$5,000 a month after 7 months and in July my income from these sites went up even more as you'll see if you keep reading ...

July's earnings...

In July as you can see from the screenshot below my AdSense earnings went up to \$3,275.59 just from this new network of sites. My earnings from CPA programs were at \$3,142.88 for the month.

I'm not sure what the earnings were from that 'test' CPA program if any, so I'm just not going to bother recording it at this point. Anyway I'm at \$6,418.47 in July.

So that's another pretty good jump. Here are the screenshots for you....

Save as Report Template: Enter new name...
 Replace report... [CSV](#)

July 1, 2010 - July 31, 2010

Channel	Page Impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
Totals	54,323				\$3,275.59
	922				\$31.60
	2,743				\$34.79
	923				\$12.51
	2,983				\$129.41
	1,250				\$68.27
	2,568				\$126.83
	1,683				\$51.19
	561				\$1.92
	531				\$5.29
	1,013				\$3.23
	430				\$7.38
	661				\$26.15
	6,808				\$618.18
	13,616				\$815.42
	334				\$7.01
	16,542				\$1,333.18
	755				\$3.22
Totals	54,323				\$3,275.59
Averages	3,195				\$192.68

Campaign

From Date Jul 1 2010 To Date Jul 31 2010

Report Type Report

create

Campaign Stats

Campaign	Clicks	Total Revenue	Direct Leads	Direct Leads Revenue	Call Center Leads	Call Center Leads Revenue
		\$3142.875		\$3067.875		\$75

That one site is still at over \$1,300 for the month (the main earner from all the previous months) plus two more are over \$500 for that month. And that's just from AdSense.

I likely have one \$2,000 a month earner and 2 @ \$1,000 a month earners. Then all the other sites make up the rest. So I still have a lot of room to grow my income.

To give you a summary of where I was at here, by the end of June all the sites had at least 20-30 pages of content. 3 of the articles are 'feature' articles where they are 750 words and of really high quality (catchy titles and subtitles, bullets, really well researched). The rest of the content is 500 words and well written and researched.

I've also started really promoting the other sites. If I could get more of them to a higher level, I'd easily make my \$15,000 a month target.

Here's a little of what I've been working on starting mid-July...

By mid-July my 3 main earning sites had about 75 pages of content.

To get to that much content I spent some time thinking up what would really help my visitors so these aren't just random articles like; '10 tips to buying a hammer' and then '5 top best hammers'.

I can't really get into the exact type of content, but it's something my visitors will be happy to get a hold of and not just filler content. I'm sure whatever market you're in you could do the same, but you may have to spend some time thinking about it.

I'd like to increase all my sites to that size, but I'll likely do a few each month while building up the links. I'm also adding videos and some other neat stuff to the sites.

I'm putting in a lot of work into them, but I can't imagine if one can get to \$2000 a month, nearly all of them can at some point.

And quality sites don't just lose all their rankings overnight. I know I might see some ups and downs, but when you're targeting 100's of keywords and phrases per site, the traffic (and income) stays really stable as far as my experience with SEO, which is considerable.

I've had some sites I built previously ranking high for nearly 10 years now.

I don't add any content to them.

I don't touch them at all.

One thing I've also done this month, but it won't reflect in any of the screenshots or earnings I'm showing you here, is work on my main site. That's the one all these others were based off of.

It's the one I talked a little about in the first Truth File. I started that site a couple of years ago. I outsourced a ton more content for it and started in with more link building. It had just sat there earning money every month since late 2008. So I thought I'd revisit it to increase its earnings.

The nice thing with that site is that it's viewed very much as an authority site.

Not that I put that much stock into pagerank, but it does have a pagerank 5 and I usually notice I can add content to sites at that point and don't need to build too many backlinks to get it ranking high.

Once you get to that point, just by linking to new content from your own site, you can usually get top placement in search engines for mid-competition keyphrases in a few weeks. So I've spent a lot of time researching keywords and getting good content written up for it.

I can't help but point out that what I'm doing is a much more stable model than trying to build 100 or more one page sites and earn \$1 a day/\$30 a month from each of them.

If you're moving toward that strategy or have been involved with it, you can always take your winners and build them out.

If it were me I know I would worry about the income with that model and whether or not it's going to be long-term.

I'm building a real asset (I know it's online and I can't really touch it, but it does make a difference in people's lives).

Due to that these sites will bring in income for years to come.

I'm modeling my sites off high earners like:

- <http://www.askthebuilder.com>
- <http://www.acne.org>
- <http://www.johnchow.com>
- <http://www.pregnancy.org>
- <http://www.babycenter.com>

Sites like these offer valuable content combined with relevant ads. They aren't going anywhere anytime soon.

I really don't understand why so many people are selling themselves short by thinking all they have to offer is a 1-3 page mini-site.

Start small and there's no reason you can't work your way up to sites with 75 pages of content and much, much more. (I just work out of the house, very part-time on this, and have one site with well over 1,000 well written pages).

Small publishers online are earning several hundreds of thousands of dollars each and every year.

Many earn 7-figures a year.

That makes what I'm showing you here look like peanuts.

Now that I'm on a roll with my online publishing business and not worrying about everything else so much, I can see VERY high earnings from this being a real possibility.

It's a very scalable business. It's something you can do with part-time work and a few outsourcers, so no big headaches.

But you do have to walk before you run.

Everyone has to start somewhere. I'd like to be doing a lot better with all these sites and I know at some point in the not-so-distant future I will be.

I'm hoping in addition to showing you that making money online does take work (and if you see anyone telling you otherwise to run ... and fast) ... that this report also helps you to think bigger than the mini-site model and start building real assets by getting into the content publishing business as it was meant to be.

And in my opinion that means offering real content by building something of value and not trying to game anyone.

Go ahead and start small, but then keep growing what you've got. Offer value to your visitors and you'll soon be toppling anyone and everyone in your market who isn't putting in this type of effort.

Again, I know if you focused in on something and kept at it for a while; you'll see some income coming in. The return on investment of learning a skill like SEO is massive, but it only happens if you're willing to put in the time and get to work.

All the best...

Lisa Parmley

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