# "Maximize YOUR AdSense & Affiliate Click-Thru Rates In 7 Easy Steps!"

## *"Make <u>MORE</u> Money With <u>LESS</u> Traffic - Guaranteed!"...*

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## ContentBuilderPro.com

Welcome to the "Maximize YOUR AdSense & Affiliate CTR" mini course. Our goal is to help you increase your revenue from click-thrus using Google AdSense and/or free affiliate programs like Clickbank.com and Amazon.com

By following these steps, you will have a solid outline for creating optimized websites built with the best possible money-making strategies.

Having a website can generate *hands-free* income for you twenty-four hours a day, seven days a week with free-to-join advertising programs that earn you money by simply displaying ads on your web pages. With Google AdSense you make money every time one of your visitors simply "clicks" one of your displayed ads, and with affiliate products when the visitor makes a purchase through your personalized affiliate link.

By raising your click-thru rates you can simultaneously increase your bottom line, without increasing your traffic - and that's what this course is all about!

Although I cannot guarantee how much money you will make, I can tell you that this same system has been tested on over 50 Content Builder Pro websites and produces excellent hassle free income each and every day of the week!

For more information on Content Builder Pro, please visit:

http://ContentBuilderPro.com

I know you're excited to get started, so let's jump right in...


## Step 1 of 7 – Apply and Comply

If you don't already have a Google Adsense account then you can apply online at:

http://www.google.com/adsense

When using Google AdSense each page on your website must be content rich on various topics, all centered around a particular theme (or niche) which Google will use to target relevant ads to your website.

Google will set up an account for you and provide you with the HTML code you need for displaying ads.  Insert the HTML code into the content pages on your website and you can start displaying ads immediately.

Google search and page-ranking technology will search for ads that are relevant to your content pages. This technology matches the primary language of your pages and ads are targeted to your specific geographic location. This means that ads which serve users from Canada, for example, will not be the same ads that appear on your website for users in Australia. This 'geotargeting' by Google makes the ads relevant to all the visitors to your website regardless of where they reside in the world.

You do not have to be technologically literate to display AdSense ads on your web pages. Google does it all for you. All you have to do is insert the HTML code and maintain the website.

*Note when using [Content Builder Pro](#), the software will insert this code into your web pages with your Adsense Publisher ID <u>automatically</u> configured for you.

In order for your website to be accepted, your site *must* comply with Google's program policies and cannot contain any profanity, prejudicial language, information about hacking, illicit drugs, pornography, gambling or any other material that infringes on the rights of others.

First, let's take a look at the types of sites that are NOT accepted by Google Adsense:

**About Me Websites**

Google does not accept personal websites for its AdSense program. The reason for this is that most personal websites do not have a specific theme and are usually just a random collection of facts about the website's owner.

Google looks for content-based websites that contain a lot of information about a specific topic. The website has to have a central theme to which all the pages refer.

**Disorganized Websites**

The websites that are accepted by Google AdSense must be neat and easy for the user to navigate. All the links must work and each page should have a consistent layout. Typing and grammatical errors should be non-existent.

**Not enough pages**

Google prefers acceptable websites to have at least 20 pages. This allows for a significant number of targeted ads to be placed on the website to ensure that both Google and the publisher will make money.

**Site is not solid**

A website with nothing but links to other websites is not acceptable as a Google AdSense publishing website. You must have enough content to make your website valuable to the visitor.

**Website is not optimized to receive traffic**

If your website is not optimized to receive many visitors, then it will be hard to generate any kind of income through Google AdSense. An acceptable flow of traffic is at least 100 visitors a day.

**Website violates policies of Google AdSense**

Before submitting an application, read the terms of use policies carefully to ensure that your

website meets all of the requirements:

[http://google.com/adsense](http://google.com/adsense)

The good news is once you're approved you can display AdSense on all your websites, so long as they comply with Google's policies.

So, what makes for a good website Google will likely approve of? Here's some pointers...

**********************
**9 'Quick Tips' For Building
AdSense Compliant Websites:**
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## 1. Use the proper font, size, and color

Go for a font such as Verdana, Arial, Tahoma or Georgia, as these view the best in most web browsers.

Ensure that your font size is not too small, or too large to read. Ideally you should use a 10 or 12 sized font.

It's best to stick with black or dark grey text on a white background for maximum contrast.

## 2. Make your pages easy to navigate

Leave lots of white space and use links to help people easily find what they're looking for. The key word being "easy".

Keep your site tidy and uncluttered. There's simply no need to fill every inch with advertisements.

Don't try to reinvent the navigation wheel by using clever drop down menus or fancy flash bars. The simpler the better.

## 3.  Use a *universal* design for each page

It used to be common practice to have different colors, fonts and designs throughout different parts of the site. This tends to confuse the reader and makes navigation difficult.

Instead, keep the same common design, look, and feel across all your pages.

## 4. Content vs. Images

Never confuse eye-candy with content. Many site owners integrate as many graphics and images as they can on a page... only because they can.

They argue that images capture their visitor's attention, which is true, but they can also

distract visitors from what you really want them to focus on, which is reading your content and clicking your links.

**Ask yourself:** "Does this graphic help the reader understand my site or is it an unnecessary distraction?"

## 5. Test your pages for "load time"

Studies have shown that if your page takes more than 4 seconds to load, then you're rapidly going to lose visitors.

Test your pages on a dial up network to ensure everyone who visits your site can view it in the quickest time possible.

To decrease load time, try reducing the number of files per page, along with the size and quality of your images.

## 6. Use a *professionally designed* header graphic, logo, and/or template

While it's true that nothing beats great content, why not have great content AND an excellent design?

I see too many sites that would have more readership if only they had a more appealing look to them. After all, noone likes a dismal site.

## 7. Make it crystal clear what your site/page is about

Web surfers are highly impatient people, and if they arrive at your page and don't immediately know what it's about or how it will benefit them to stay, guess what...

**THEY WON'T!**

In fact, they'll be clicking the "back" button quicker than they arrived unless you *immediately* capture their attention and spark their interest.

Best bet is to put all your important information, content, navigation links, etc. right up top where they're easily visible.

You wouldn't want to waste your time looking for your desired information, so don't make your site visitors waste their time either. They'll appreciate you for it and will surely come back to visit time and again.

## 8. Protect your virtual real estate

It's a shame, but well-meaning Webmasters and Internet entrepreneurs are under attack from those looking to take advantage of a "technicality" for their own selfish gain at other people's expense...

**...Don't let this happen to you!**

Always (and I mean ALWAYS) use a "legal disclaimer" such as a privacy policy on all your sites to protect yourself and your business.

You can view a sample by visiting the better business bureau's website here:

http://www.bbbonline.org/Privacy/sample_privacy.asp

*Note that Google now requires all AdSense publishers to have an up to date privacy policy for their website. If using Content Builder Pro you have the option to add this to your site at the click of a button

## 9. Include *visitor-friendly* features throughout your site

Wanna hold people at your sites longer?...

...Then provide them with an excellent "user experience" by implementing features such as:

* Language translation
* Automated search tools
* Web page personalization
* Navigation page / Sitemap
* Related niche videos

**Bottom line:** Put your visitors first and your income will reflect the effort!

Now let's take a look at creating content pages for your website to display your AdSense ads on, then later in the course we will look more at advertising affiliate products for higher payouts...

## Step 2 of 7 - Create Content Pages For Your Website

Content pages are the pages in your website that Google will use to target relevant ads. These pages should be content-rich and contain useful information that the visitor will be interested in reading.

Each page of your website should be centered around one keyword that is related to the whole theme of your website, with the keyword being the focal point of the article.

When you decide on a theme, brainstorm a list of suitable keywords for which you can write articles. For example, keywords for a website dealing with lawn care could include the following keywords:

Seeding your lawn
Hedges
Mowing the lawn
Preventing insect infestation
Flowers
Flowering shrubs
Trees

Then you proceed to write articles for each keyword which should be anywhere from 300 to 500 words a piece. Each keyword article will have its own page where you can display AdSense and affiliate ads. The more content pages you have, the more ads you can display which, of course, leads to more revenue for you.

Your articles should maintain a healthy balance between "keyword rich" and "informative". Keyword rich articles contain the keyword in virtually every sentence. A good keyword density is typically 4 – 8 % of the total word count. Informative keyword articles have a more conversational style and are easier to read.

If the content pages are clearly focused, Google will be able to serve highly relevant ads to your pages. This means your visitors will be interested in the ads, resulting in more click-thrus and more money for you.

While writing articles and creating content pages is highly-effective, it can also be very time-consuming. I personally use both private label articles and Content Builder Pro to create hundreds of content-rich pages for my websites in no time flat!

Since the inception of "private label rights", you can now claim content you didn't have to write as your own, sign your name as the original author and edit it as you wish to create highly unique and informative website articles. Search engines love unique content, and modifying PLR articles is a great way to give it to them.

Here is a simple 3-step formula you can follow to quickly make your private label articles unique:

## Step 1: Change the Title

This is an easy, yet CRUCIAL step toward making your PLR articles unique, and it's something you will want to do specifically because everyone else is most likely going to be using the same title and you want yours to be different.

Use any creativity you can think of to change it into your own words. For example, you could take the following title:

*"Tips To Increase Ranking and Website Traffic"*

...and quickly change it to:

*"Increase Your Page Rank And Traffic In 5 Easy Steps"*

Or how about...

*"5 Simple Steps To Increasing Your Page Rank and EXPLODING Your Traffic"*

Notice how I started with the "idea", took the general "parts" of the title, then modified it into my own KILLER title?...

## Step 2: Rework/Reword The Content

Using the same basic principles in the previous step above, rework your articles to make them natural flowing and easy to read, thus "engaging" your reader.

Do a spelling & grammar check, turn statements into questions, change it up and make it different - just don't make it "too wordy" and get to the point.

Basically, just sound like yourself. Or in other words, reword it like YOU would say it, make it flow together and "connect the dots" so to speak.

One technique to get PLR articles modified and published quickly is to "wrap" the content, meaning add your own "opening and closing paragraphs" which may be no more than a *keyword rich* summary the search engines LOVE!
At this point you can literally go ahead and publish your content, feeling safe that it's "original" enough to get the job done. BUT, if you want your articles to be LOVED by your readers, then don't leave out this final step...

## Step 3: Make The Articles Interesting, Helpful, and YOURS

At this point you want to elaborate on your articles by adding in your own experiences, including links to helpful, "related" information, mixing in sections from other "related" PLR

articles or ebooks, using content you've put together from your own research, etc.

The goal here is to use the article as a guide and really focus on turning the content  into *your own* unique creation by adding a touch of your personality.

Once you have your keyword articles to your liking, the next step is to turn them into complete money-making web pages including your AdSense and affiliate ads, along with banners, videos, or any other relevant information you choose.

These pages will then need to be linked together to form a complete website. A successful website generally requires dozens of articles, which means creating dozens of complete, linked content web pages.

If you're using Content Builder Pro, this process is very easy...

Simply activate the software from within your Content Builder Pro "package", enter your details into the simple form, select your article file and click a button. That's it. Your content site is instantly built for you, ready to upload to your web host!

If you haven't picked up your copy of this exclusive software, I highly recommend doing so before moving forward.


** Debunking The Duplicate Content Myth **

A lot of marketers out there are very confused when it comes to the subject of "private label content" in relation to "duplicate content", and thus believe they cannot use PLR articles on their sites if other people are using them, which is simply not the case. Let me explain...

While Google does favor you publishing your own unique content (which CAN be accomplished with PLR as described above), when they say you will be penalized for duplicate content, what they mean is if you publish the same articles deliberately across your domains in an effort to manipulate the search engines to win more traffic. So even if you don't rework your articles, rest assured you can still receive your fair share of traffic by publishing quality PLR.

Content Builder Pro takes this one step further by building your sites with "randomly generated article snippets" that make each one of your pages different from everyone else's out there, <u>even if you're publishing the exact same content</u>. (For more information, please refer to "Module 5" at [ContentBuilderPro.com](ContentBuilderPro.com))

Okay, let's discuss one of my favorite subjects:

How to make MORE money, with BIGGER payouts!...


**<u>Step 3 of 7 – Choose Higher Paying Keywords and Topics</u>**

If you want to make more money with Google AdSense, you have got to chase higher paying keywords. As you build websites you will find that some AdSense clicks are only worth a penny or two, while others bring in a couple of dollars (or more) per click.

Highly competitive, high dollar industries tend to offer the highest paying keywords. More competition means more advertisers in the marketplace, thus higher bid prices and bigger paydays for you!

Some people teach that you should target "micro-niches" because there's less competition, but I think this is a huge mistake for you as a content publisher for two reasons:

1. Not as profitable - Less competition means the AdWords advertiser pays less per click to Google (in some cases only PENNIES)... and since you're sharing the revenue, the less money Google makes the less YOU make in return! Bottom line: If you want the bigger

payouts you've got to build your sites around higher paying, higher competition keywords.

2. Not as many searchers - Less competition equates to not as many prospective customers in the marketplace. Trust me on this, if a niche is profitable with lots of buyers, competition will follow. What you want to do is build your sites around topics people are interested in, using keywords that LOTS of people are SEARCHING for!

Some of the higher paying keywords that lots of users search for are:

Vacations
Insurance
Personal Injury
Weight Loss
Education
Investing
Money
Medicine
Credit Repair
Work at Home

When in doubt, use the Google Adwords keyword tool and traffic estimator within your account to determine the number of estimated searches, and whether advertisers in the industry are spending a large amount per click (sign into AdWords then visit: https://adwords.google.com/select/Tools ).

For example, using the Adwords keyword tool I typed in the term "vitamins" and it returned OVER 9 MILLION monthly searches just for this one keyword! Plus it provided me with an extensive list of other "vitamin related" keywords I could use to center my content around.

Next, I visited the Adwords traffic estimator tool and found that the average cost per click for "vitamins" is over $2.00 with a maximum cost per click of $4.67 - Now we're talking! Lots of searchers and excellent priced keywords.

The only downside to this strategy is the competition itself - the term "vitamins" returns 201 MILLION other websites competing for the same keyword, which is exactly why you want to focus your keyword selection into tighter groups related to the same topic.

For instance, the keyword term "vitamins and supplements" returns 33,100 monthly searches (not a bad start) with a HIGHER keyword cost ranging $3.00 - $9.00+ per click, and only 8,000,000 competing sites (not bad compared to 200 million!)

Next is "multivitamin" with over 300,000 searches which is great, and only 2,000,000 competitors. Not to mention the average cost per click is still $1.29 with a max over $2.00.

You see the thing is not to go after just the keyword "vitamins", but to find a happy medium with several more targeted keywords that have good search volume / higher payout, but with less competitors than the root keyword.

Maintaining relevance throughout your entire site is vital. What you don't want to do is create

a page about vitamins on a dog care site just because the ads pay more. This type of practice only takes away from the legitimacy of your website and is not beneficial to the end user. That being said, the keyword "dog vitamins" returned 18,100 monthly searches with a keyword cost of $1.50 - $3.00+ per click. So if you publish a dog site, for example, and want to include an article about giving vitamins to your pooch then this would work.

By selecting several keywords that are related to the same topic and publishing a "multi-page" website around them, you are providing your visitor the opportunity to view more than one page on your website about the same general topic they are interested in, thus giving you multiple chances to get click-thrus.

To sum things up remember you must select a popular topic with higher paying keywords, then provide great information and content about that topic. Once you've selected your keywords and your article pages are ready, the next step is to place your ads where they can be seen, and clicked by your visitors which brings us to the next step...

## Step 4 of 7 - Use The Best Ad Formatting And Placement

Most Internet users are so bombarded with advertisements these days that they automatically tune out the ads that appear on a website. Your goal when placing ads is to make them more appealing to your visitors and less like traditional ads.

For best results, you need to place your ads where they can be seen, and clicked, by the visitors to your website.

Ads can be placed on your web pages using several styles. Some examples of the most popular AdSense styles are the following:

> 1 - Leaderboards (728 x 90)
>
>> Displays 3 lines of text
>> Shows up to 24 ads on a page, horizontally
>
> 2 - Banner Ad (468 x 60)
>
>> Displays 2 lines of text
>> Shows up to 3 ads on a page, horizontally
>
> 3 - Skyscraper (120x 600)
>
>> Displays 4 lines of text
>> Shows up to 3 ads on a page, horizontally
>
> 4 - Medium Rectangle (300 x 250)
>
>> Displays 3 lines of text
>> Shows up to 4 ads per page

Research has shown the best format for ads to maximize click-thrus are 336 x 280 rectangles. The next best size is 300 x 250.

The best placement of ads on a page is as close to the top and middle as possible, right in the users line of vision. You have to put the ads **in their face** to maximize the effect of click-thrus.

People who visit your web page because of a keyword search are generally looking for specific information. Having the ad placed front and center will get their attention most.

To really maximize your click-thrus, place the rectangle ad at the top to the left of your content, not in the right or left hand columns. We read left to right so this type of placement is key for getting the most exposure for your ad.

Also placing the 468 x 60 text banner below your article is important too, because as the reader finishes reading they are automatically looking for more information, and clicking your ad often becomes the next logical thing to do. This works extremely well with image banners and also affiliate banners too.

As far as choosing colors, Google AdSense offers advice for publishers as to the color of the ads on their web pages. They allow you to customize your ad colors as needed, with a wide variety of custom palettes and predefined combinations to choose from.

The recommendation from Google for using custom palettes is to:

- Have the background of the ads the same color or a color similar to the background color of the page.

- Have the border of the ad a color that is predominant on the page or no border.

- Have the title of the ad a color that is similar to the color of the text on the page.

- Have the URL of the ad a color similar to other links on the page.

Four different color palettes can be rotated at a time to add freshness and variety to the ads.

Statistics show that a darker color works best as a link. The color of the URL should not stand out on the page. The top ranking color for URL's is dark gray. Avoid unconventional colors for URLs.

Blue is actually considered a non-stimulating color, and some publishers say it can actually have a negative effect on a visitor deciding to click-thru. Sometimes if the effect you want for your site is calming, blue can be integrated effectively.

When starting out with placing ads on your web pages, the best advice is to experiment until you find a combination that works for you.

Now, with that said, if you'd like to skip the "ad placement and testing" phase and get started

quickly pumping out *turnkey* content sites with BUILT-IN AdSense and affiliate ads, all properly formatted and placed for maximum click-thrus, then you should seriously consider [Content Builder Pro](#).

This software will take any set of articles (PLR or otherwise) and instantly convert them into a full set of optimized and monetized web pages, ready to make YOU money! The latest version was just released and pre-launch pricing is still in effect...

## Additonal Tips for Placing Ads on Your Web Pages

Google's ability to target ads to your site depends on the content of your pages and the structure of your site. Google offers some basic guidelines to follow to optimize your site for the most relevant ads:

- AdSense should be placed on pages that are predominantly made up of text. It is the text that determines the context of the page for relevant ads. Pages that contain mostly images, icons and pictures do not count as pages that can contain AdSense ads.

- If a page contains a robots.txt file, it needs to be removed, or if this is not possible the following two lines must be added to allow the Google content bot to crawl your site:

User-agent:Mediapartners – Google*
Disallow

- When using frames on your site, if an ad code is placed into an empty frame or a frame that doesn't contain any text, Google will not be able to gather content and target any relevant and money-making ads to the page (no need to worry about this when using Content Builder Pro).

- AdSense should not be placed on pages that require a login.

- Show ads at the top of the page that are visible to users without having to scroll down. This makes the ad readily available to the visitors and enhances the opportunity for clicks.

- Try different formats for each content page of your site. Try using different ad formats to complement the layout of each page. Google offers samples of ad formats for AdSense publishers to choose from.

- Customize your colors as discussed earlier (with Content Builder Pro you can select your color palettes from within the software prior to building your site).

- Do not overload your pages with clutter. Statistics show that visitors to a site scan the first page. If it is cluttered or not easy to navigate through they will not go any further.

- Use channels to track performance. Group your pages into channels to see how one domain is performing as opposed to another. This way you can see which layout and color combination is working better than others and it will help you maximize your revenue on all pages.

Now let's take a look at how to choose *profitable* affiliate programs to advertise on your sites, what to look for and what to avoid at all costs...

**Step 5 of 7: Choose Profitable Affiliate Programs To Promote**

While implementing Google AdSense is an excellent strategy in it's own right, your goal should be to have *multiple* revenue sources bringing in passive income - and placing links and ads to related affiliate products on your web pages is by far the easiest way to accomplish this.

As an affiliate, your role is simply to send visitors to the website hosting the affiliate program using your personalized affiliate link. For each visitor you send who then decides to place an order, you are paid a commission. In most cases your percentage will be much higher than that of AdSense, but unlike AdSense your visitors must purchase the recommended product for you to get paid.

There are some programs out there that will pay you a small fee just for getting your visitors to fill out a survey or apply for a loan, etc., but we are going to focus on promoting products that pay you for actual sales, because this is the best way to maximize your revenue and generate the bigger paydays.

If you're just starting out, affiliate programs are a great way to go because you don't have to worry about processing payments, delivering products, etc. Not to mention most affiliate programs cost absolutely nothing to participate in. Just send traffic and let the product vendor do the rest!

...Indeed, these are advantages for most ANY person looking to make additional money with their website (beginner or otherwise).

There are numerous ways to find quality affiliate products to promote, but I'm going to outline the three most easiest, and most trusted sources here:

1. AssociatePrograms.com - An excellent affiliate directory where you can browse through various affiliate programs to promote. This is one of few directories who actually screen their listings prior to publishing them. Not to mention the site's been around a long time and includes a fully searchable database. Plus it includes helpful marketing articles, extensive knowledge base and more.

To get started quickly visit:

http://www.associateprograms.com/directory

2. Clickbank.com - The webs #1 retailer of digital products and services with over 10,000 products in their marketplace that affiliates can sell for up to 75% commissions. Clickbank is well trusted in the industry and boasts having NEVER missed a payment to their clients.

Clickbank offers real time sales tracking, weekly payments, both one-off sales AND recurring membership programs you can promote, along with a friendly and helpful support staff! Best of all it's free to sign up and you can literally be in business tonight with an arsenal of products at your disposal.

For more information and to sign up for your free account visit:

http://www.clickbank.com/promote_products.html

3. Amazon.com - Featuring thousands of physical products, books, software, video games and more across a multitude of categories, Amazon's associate program has proven a real money maker for any information publisher. You earn a much smaller percentage than with digital products, but the nice part about being an Amazon affiliate is you'll receive commissions on every product your visitor purchases, so your paychecks can really add up.

You can apply for an Amazon associate account here:

http://associates.amazon.com

Along with your AdSense ads you ideally want to incorporate at least a couple clickbank products and amazon banners into your websites for maximum revenue. Formatting and inserting banner / ad code into your pages one by one manually can be a real pain. But fortunately for you, Content Builder Pro makes this daunting task as easy as clicking a couple buttons!

Simply enter your AdSense, Amazon and Clickbank ID's into the software when you're building your site and Content Builder Pro will instantly insert the following into ALL of your web pages automatically:

- Multiple Google AdSense "ad units" featuring YOUR AdSense ID!

- Google "search box" using YOUR AdSense ID in all the results

- Multiple, automatically generated Amazon ads with product photos and "buy now" buttons, all featuring YOUR Amazon affiliate ID!

- Clickbank (ebook and courses) "search button" using YOUR Clickbank ID in all the results! Earn commissions from 20 different products automatically!

- Plus our brand new "Affiliate Link Injector" feature will auto-insert any affiliate link of YOUR CHOICE directly inside your articles, boosting your income with no additional effort!

**Attention Advanced Users:** With Content Builder Pro you can promote any type of product or service you wish - even YOUR OWN products, by either customizing the template with your HTML editor or by utilizing the built in "add on" feature included with the latest version. Also note you are free to modify your sites layout however you wish using your HTML editor. For more information please refer to the "Create Your Own Templates" section inside the software

Now, when choosing affiliate programs here are the top 7 things to look for:

1. Ideally, choose an affiliate program that promotes products or services that fit the overall theme / niche of your website.

2. Choose a program that offers high commissions. For digital products 50% and greater is average, while 10%-15% is typical for physical products.

3. ***Look for programs that offer residual, monthly income.***

(This is especially important because you can promote the product once, and get paid for it over and over again!)

4. Look for a program that offers a product YOU would purchase yourself (chances are, if you're interested in the product, many others are as well).

5. Look for a program with a good sales conversion rate. You can email the program operator and ask for statistics and sales conversions or contact other affiliates who are promoting it.

6. Choose an affiliate program that provides a good set of promotional tools and resources that you can use to promote their products.

7. Look for a program that caters to a growing market or target audience, not a small niche that could be saturated quickly. Remember it is best to go after the high dollar, high competition markets to maximize profits.

Whatever you do, be sure to watch out for programs that "guarantee" overnight riches with no effort or involvement on your part (to my knowledge this doesn't exist) and/or one's that offer no real product or service, where all you're actually selling is the "opportunity" itself.

Also anything that could be (or outright is) illegal or immoral you should avoid, as I'm sure you want to rest well at night knowing your business is one of ethical value.

We're headed down the home stretch... Next we'll look at several ways to make your sites "friendly" in the eyes of the search engines. Not only that but we'll cover a couple "advanced" SEO strategies I bet you haven't thought of - probably have never any HEARD of...

## Step 6 of 7: Part I – Implement Basic SEO Strategies

### 1. Build your sites primarily for your visitors

First and foremost, center your websites around your visitors and their experience. Don't build JUNK doorway pages just to get a ranking, but instead focus on creating <u>REAL websites centered around REAL content</u>, which is EXACTLY what the search engines LOVE!

### 2. Identify your target market

Know who you are targeting and identify the keywords and keyword phrases they would most likely use when searching for information. Not only will this help you better serve the engines, but the more you know about your site visitors the better you can "cater" your content to them (we covered this extensively in step 3 of this course).

### 3. Use the proper 'keyword density' throughout your pages

Make sure your chosen keywords appear in your TITLE tag, your META tags, and minimally in the first few paragraphs and the last couple paragraphs of your content. A good keyword density is 4-8% of the total word count.

### 4. Keep your pages "focused"

Have each of your pages target one "main" topic or keyword related to the overall theme of your site. It's a lot easier to get your pages indexed properly if each page is centered around it's own topic.

### 5. Keep your site design simple

Make sure the search engines can "read" your site by keeping your design as simple as possible.  Search engines can only SEE words, so if your site design is "too complex" (using frames, image maps, databases, trailing cursors, animated GIFs, etc.) chances are the search engines <u>will not</u> be able to read your pages, rendering your site "invisible" to them.

### 6. Publish lots of quality content

You'll attract search engine bots like a magnet by publishing LOTS of quality, *keyword rich* content which contains useful information your visitors will be interested in reading. The search engines favor unique content, and using PLR articles is an easy way to accomplish this with little effort (we covered this extensively in step 2 of the course).

### 7. Create a simple 'Sitemap'

Search engines use your Sitemap to learn about the structure of your site and to increase their coverage of your web pages.

Your Sitemap should be simple, using text links to help both human visitors and search engine spiders. It's best to use a layout with HTML links, which include keyword descriptions of each of your pages.

Your site map should be linked to every page in your site, this way the engines can find and spider every page.

### 8. Keep your site freshly updated

Building your website with valuable, relevant and appealing content is a key element for success, but if your content is left static or is rarely updated, you will lose search engine ranking faster than you can get it!

Ideally, you want to update your sites EVERY DAY...

...which is a challenge for most Webmasters, especially if they have *numerous* sites to keep up with.

One solution I've found is to use a special script which simply shows your sites "home page" as a different article every 24 hours. By using this script, your site will appear to be manually updated every day, which is something the search engines look favorably on.

This simple solution has been shown to improve search engine ranking WITHOUT the need for continual updates and also provides "deeper spidering" of your sites, ensuring that ALL your pages get indexed. Not only that but using this script actually benefits your users because every day they can visit your site and expect to see a different article.

So where can you get this powerful little script?... Content Builder Pro, of course! =)

With your copy of CBP, you will receive our "Random Home Page Maximizer" script to use on an unlimited number of websites. Plus you have the option to include this script into all your Content Builder Pro sites by simply selecting it from the menu when using the software. (For more information, please refer to "Module 2" at [ContentBuilderPro.com](ContentBuilderPro.com) )

### 9. Include ALL your pages in the Search Engine listings

Did you know that by linking every page of your website to all the others *"in sequence"* can result in some search engines failing to "spider" some of your pages - and thus NOT include

them in their search listings?...

Most Webmasters aren't aware of this, but by using a "random cross link" script each of your article pages will contain links to all your other article pages - but selected at RANDOM! This provides an incredible solution to the search engine spider problem, especially when used in conjunction with the random home page feature above. (Refer to "Module 3" at the CBP site for more information)

## 10. Get other relevant sites linking to yours.

Search engines measure the "value" of your website by the number and quality of "links" from other websites pointing to your site. Getting a link to your site is like getting a "vote" for your site - the more votes you get, the higher you will rank in the search engines.

To have a decent search engine listing, you should focus some of your time on finding *quality* link partners within your niche to help raise your "page rank".

If you're not familiar with how 'page rank and linking strategies' work, go ahead and take a moment to read the page here. Once there, you'll also discover how a simple little website achieved #1 and #2 rankings for every single major keyword related to their niche - and how YOU can apply the same *winning system* to YOUR websites!

## BONUS Tip 11: Launch a Wordpress BLOG

Quite simply one of the best ways to drive unlimited free traffic to your content sites, and enjoy numerous SEO benefits at the same time, is to launch an optimized blog from your domain. You should use the Wordpress platform as it is proven to be the easiest to work with and has a variety of automated "plug-ins" you can use to enhance your blog's performance and start generating traffic to your site almost immediately.

Here's a real life example:

First I set up a sub-domain on my website in a directory called "articles", then using Content Builder Pro I launched a full-blown *300 page* fully monetized content site covering 15 sub-topics within the Internet Marketing niche. I made minor modifications to the template and had it built within a half hour. The purpose of this site is to "feed" search traffic through to the main site and provide useful content to the readers. Nothing fancy, just I.M. related PLR articles averaging 500+ words a piece.

Now, here's what I did for the main index page:

I took a "finished" CBPro article page from the content site, removed the article and added a "webmaster resources section" along with a couple affiliate banners to replace the AdSense (remember you can't display AdSense on "non-content" pages), then I simply renamed it index.html and uploaded to my web server in the public_html directory. Since this page was created using Content Builder Pro, it matches the overall theme of the site and enjoys all the same SEO benefits.

So far so good... But I wanted to take things one step further and install a Wordpress blog on my domain to assist in driving traffic back to my site. Now, if you don't know how to install a Wordpress blog there's step-by-step instructions here:
http://codex.wordpress.org/Installing_WordPress  Or if you don't want to install it yourself you can hire someone on Elance.com rather cheap. Elance is a highly reputable freelance site where you can find numerous online workers to assist you with just about any aspect of your online business.

**Before moving on to the final step, let's take a moment to recap what you've learned so far and highlight the important elements...**

First you learned that when using Google AdSense each page on your website must be content rich on various topics, all centered around a particular theme (or niche) which Google will use to target relevant ads to your website.

The websites that are accepted by Google must be neat and easy for the user to navigate. All the links must work and each page should have a consistent layout. Typing and grammatical errors should be non-existent.

When you decide on a theme for your site, brainstorm a list of suitable keywords for which you can write articles. Each keyword article should be 300-500 words and have its own page where you can display AdSense and affiliate ads. The more content pages you have, the more ads you can display.

Your articles should maintain a healthy balance between "keyword rich" and "informative". Keyword rich articles contain the keyword in virtually every sentence. A good keyword density is typically 4 – 8 % of the total word count. Informative keyword articles have a more conversational style and are easier to read.

Private label articles are an excellent resource for creating highly unique website content using your name as the author. By simply changing the title and reworking the content a bit you can quickly create your own original article pages.

If you want to make more money with Google AdSense, you have got to chase higher paying keywords. As you build websites you will find that some AdSense clicks are only worth a penny or two, while others bring in a couple of dollars (or more) per click.

Highly competitive, high dollar industries tend to offer the highest paying keywords. More competition means more advertisers in the marketplace, thus higher bid prices and bigger paydays for you!

When in doubt, use the Google Adwords keyword tool and traffic estimator within your account to determine the number of estimated searches, and whether advertisers in the industry are spending a large amount per click (sign into AdWords then visit: https://adwords.google.com/select/Tools )

Most Internet users are so bombarded with advertisements these days that they automatically tune out the ads that appear on a website. Your goal when placing ads is to make them more appealing to your visitors and less like traditional ads. For best results, you need to place your

ads where they can be seen, and clicked, by the visitors to your website. You should experiment a little to find out what works best for your site.

While implementing Google AdSense is an excellent strategy in it's own right, your goal should be to have *multiple* revenue sources bringing in passive income - and placing links and ads to related affiliate products on your web pages is by far the easiest way to accomplish this.

Three excellent resources for finding affiliate programs to promote are AssociatePrograms.com, Clickbank.com, and Amazon.com. Ideally look for programs that relate well to the theme of your site, pay bigger percentage commissions and/or recurring commissions, and offer promotional material such as banners and pre-written ads.

Once you've got your content pages, keywords and ads in place, the next logical step would be to start getting traffic. The more traffic you can command to your web pages, the more money you will make. By following the steps outlined in this course you can make significantly more money with less visitors by raising your CTR, but the more traffic you can get the better.

There are numerous ways to get visitors to your website, but in order to tap into quality search traffic your site must be visitor friendly and contain lots of keyword-rich content. Having a solid linking strategy in place will help boost your search rankings. Installing a blog on your domain will bring in some targeted traffic as well.

**Here's the formula breakdown:**

* Sign up for AdSense if you haven't already

* Pick a theme / niche you'd like to target

* Brainstorm a list of a dozen or so keywords users are likely to search for

* Do some research to make sure the keywords are profitable (outlined in lesson 3)

* Write articles (or use PLR content) centered around your chosen keywords

* Select a couple related affiliate programs to promote along side your AdSense

* Baring in mind the SEO techniques you learned in the previous lesson, turn your articles into linked content pages displaying your ads and any other relevant information you choose (this is where Content Builder Pro comes into play, instantly turning your articles into a fully optimized content website ready to make you money!)

That's it in a nutshell!...

So you've followed the formula above (hopefully using Content Builder Pro since it makes the whole process EASY) and now you've got a content-rich website with numerous pages displaying YOUR ads and product links...

What's next?...

Unfortunately, this is where the majority of new Webmasters give up. Instead of actively promoting their site and repeating the process, they sit back waiting for something to happen. When nothing happens, they quit. Sad but true. Especially Webmasters who are going at it armed with just an HTML editor and NOT [Content Builder Pro](#) - these folks are often times the most frustrated, being the first to call it quits.

But regardless whether you're using this software or not, if you want to become a 'successful' information publisher then you cannot leave out this final *vital* step...


## Step 7 of 7: Part I – Actively Promote Your New Website

Allow me to be brutally honest here:

Just because you build quality sites optimized for the search engines <u>DOES NOT</u> gurantee you will attract enough traffic to make a decent living!

After all, [getting a good ranking with the search engines](#) does take time -- and if you want to see a paycheck NOW, then you will need to do a little "promotion" work.

Relying *solely* on the search engines is an extremely GIGANTIC mistake...

...Especially when there are so many *no cost* promotion strategies you can implement today, so you can start seeing traffic, clicks, and sales immediately.

Let's have a look at the *most effective* one's now...


**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***
**FREE \*No Cost\* Promotion Strategies For**
**Your Websites That Actually Do Work And**
**Will Brand You As An Expert In Your Field:**
**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

### 1. Submit Articles

An excellent FREE promotion strategy I personally use is to write quality articles related to the topic of my site, then submit them to ezine publishers, site/blog owners, and article directories.

It's a "win-win" situation as the publisher gets original content to send to their subscribers and/or visitors, and you get some free exposure for your site. Not to mention the quality backlinks you'll gain as a result.

Just be sure to include your "resource box" and require that the article is published "as-is" with your credentials attached. Any reputable marketer will adhere to this policy.

Here's a good example of a resource box you can model after:


********************************
"Here's How YOU Can Make Serious Money Right
Away By Instantly Turning *Private Label* Articles
Into UNIQUE, Fully Optimized, Profit-Pulling Websites
Featuring YOUR Adsense, Amazon, and Clickbank Ads...
...All In a Matter Of Minutes!"  For more details visit:
==>> http://contentbuilderpro.com
********************************


With a little research, you can find a list of potential ezine publishers and article directories by searching Google:

http://www.google.com/search?hl=en&q=ezine+directories

http://www.google.com/search?hl=en&q=article+directories


**Hint:** Search Google for your keywords to discover who the top websites are in your niche (they'll be on the first couple pages), then submit your articles for them to publish on their sites. This will not only give you an excellent stream of traffic for years to come, but the link pointing back to your site is nice to have too -- especially if they hold the first few spots!

## 2. Participate In Forums

Another great promotion strategy that's been *proven* to work and that you can implement right away is to post on 'forums and message boards' related to your niche.

Most will let you include a "sig file" or resource box at the end of your post where you can put a brief description of your site and the web address.

The more time you spend participating in the forums, the more exposure you'll receive. Certain topics and posts will generate more exposure than others. After a while you'll get a feel for what topics attract the most attention.

Now the trick is not to blatantly advertise in your posts, but to provide the reader with *real help and value* -- do this and you'll be surprised how much traffic you can get! If you're following along and have built up a couple content sites, then one way to provide value in the forums is to find posts related to your articles, answer the person's question as best you can then direct them back to your article page for "more information". This is an excellent strategy to get targeted traffic back to your site AND have the possibility to make money - without outright advertising.

A quick search on Google will return tons of forums you can participate in. Just search for the main topic or niche plus the word "forums" attached. For instance...

..."marketing forums", "health forums", "golf forums", etc.

### 3. Create A BLOG

Wanna get WILDLY known as the "go to guy or gal" in YOUR niche and get lots of targeted traffic at the same time?...

...Then without a doubt -- Publish a BLOG!

We touched on this in the previous step, but it's worth mentioning again the power of BLOGGING!

Smart Webmasters are using BLOGS to promote their websites, review products, establish better customer relations, and ultimately make more money!

Unfortunately 'blog marketing' is a little beyond the realm of this mini-course, but a search of the Clickbank marketplace should return numerous courses on the subject.

### 4. Join Social Networking Sites

Another promotion strategy that goes hand in hand with blogging is Social Networking.

Sites like MySpace, Facebook, MyBlogLog, and more are popping up everywhere, allowing users the opportunity to build groups of "friends" they can network with and communicate to.

I've found this to be a pretty quick way to generate traffic and sales.

I believe Twitter falls into this category too and has proven a solid way to build up a community of "followers" you can funnel through to your sites and content.

### 5. Get Free Publicity

This promotion strategy has more potential than ALL the others I've mentioned so far - combined.

It involves submitting *worthy* articles and information to related media outlets such as:

*Magazines
*Newspapers
*Radio stations
*TV stations

This type of media is ALWAYS looking for exciting news or content, so why not YOU provide it to them?

Just imagine having one of your articles published in a major magazine? Countless millionaires have been created overnight using this method.

Fortunately there is a ton of free information available on how to get media publicity by searching Google for 'how to get free publicity', 'get free publicity for my website', 'free TV publicity', etc.

By investing a little time and consistent effort into the above 5 strategies, you are sure to reel in your share of targeted FREE traffic in no time!


**Step 7 of 7: Part II – Repeat The Process Again And Again**

Can you imagine for just a moment, how absolutely COOL it would be to have 50 niche websites all working aimlessly for you 24 hours a day bringing in sales and profits?... Multiplied by 20-25 article pages each and that's over 1,000+ content pages making you money!

In other words, why stop? When you have one site off the ground getting traffic and making money, why not do it again? Too many Webmasters make the crucial mistake of thinking they're going to "make it" with one website, and when the traffic and sales don't start pouring in they quit and move on to the next big thing.

Let me assure you that the real success in this business will come from having built *multiple* income sites, in a variety of profitable niches...

...This way if one or two don't make it, who cares?

**You've got a WHOLE BUNCH MORE that do!**

Having multiple websites means multiple chances to make money, with each one only needing to make a few dollars each day (which is realistic) for you to quit your job and go at this full time.

For instance, if you have one site set up that's making a measly $10 per day in Adsense and affiliate income, that doesn't sound like much...

...But what if you had FIFTY sites making you $10 per day?

Do the math on those numbers and that's now five hundred dollars EACH DAY!...

...And to think, that's ONLY basing it on your sites earning $10 bucks, what if you got them cranked up to $20 per day each? Heck, that's only ONE ebook sale from Clickbank!

Now what if you only do half of that? That's still well over 70k per year! Okay, what if it was half of THAT number, could you still hang?

Regardless, without the vision of launching multiple content sites built around numerous keywords, you might as well not even get started. In other words, this is going to take some time, dedication, and good 'ole fashioned W.O.R.K. - yes, I said it: <u>You have to work at this if you want it to work</u>. The sites won't build themselves, you've got to put in the initiative.

Sure, you can find "pre-packaged" templates that offer 150 websites for a penny or some nonsense like this, but there's a lot more to it than just slapping up a bunch of junk pages. And I assure you the path of least resistance isn't always what it's cracked up to be. And if something sounds too good to be true - RUN!

Now, with that being said, if you're still wanting to take the "short cut", but at the same time produce high quality, content rich web pages with ease then you **absolutely must** purchase Content Builder Pro. This software is designed to take any set of articles and instantly turn them into a complete website, ready to make you money! I hate to sound like a broken record here, but this software can put you miles ahead of the game without sacrificing the important elements that MUST be present in your sites, as we've already discussed.

If you haven't witnessed this software in action, then I strongly encourage you to watch the short video at the page here to see just how easy it is:

[http://ContentBuilderPro.com](http://ContentBuilderPro.com)


To sum it all up, remember the acronymn "CPR":

- **Create Your Website**
- **Promote For Profit**
- **Repeat The Process**

Create - Promote - Repeat... (say it with me =) Create - Promote - Repeat...

And have fun, as there's nothing worse than doing something you don't love!

As we come to an end I'd like to leave you with this...

...There is no 5 minute, 100% free, plug and go system that will make you $1000's every month with no effort.

...But I sincerely believe the unique formula presented throughout this course to be one of the easiest and most effective ways for virtually anybody to make serious money online...

Give it an honest try, and I'm confident you will NOT be disappointed!

**BONUS Segment 8: Important AdSense Info & Search Engine Resources**

*More AdSense info that's sure to come in handy...*

**Don't try to cheat your way to a higher revenue**

Many publishers have tried to increase their revenue from Google AdSense by clicking on ads on their own website or using software which automatically repeats clicks. Such attempts to gain more money from the ads displayed on your web pages is fraudulent and will result in the automatic cancellation of your account.

Google has engineers who can detect this type of fraud. Trying to spam your way to extra money won't work and you will get kicked out of the program, losing your opportunity to make money with AdSense.

Prohibited methods of clicking include:

- Repeated manual clicks

- Use of robots

- Automated clicking tools

- Deceptive software

- Clicking on your own ads

Legitimate clicks are those that are generated as the result of a visitor to your site clicking on one or more ads on various pages. You do not need to click any ads on your site to see if they work. AdSense specialists review ads to verify that they are working and lead to valid websites.

**How to check your earnings with AdSense**

You can review how much money you are earning from the ads displayed on your pages at any time by logging into your Google AdSense account and clicking the 'Reports' tab. Here you will see the total number of pages, the ad clicks, the click-thru rate and your total earnings.

Google will mail you a check for your click-thrus approximately 30 days after the end of each month if your earnings total $100 or more. If your earnings do not total $100 you will not receive payment until they do.

This is a good incentive to optimize your website to maximize the earnings that are possible from using Google AdSense. The more click-thrus you get, the more money you earn. Even if you only get enough to cover the cost of your web hosting fees and other business expenses, it is still money you received without working for it.

## Using WebSearch and SiteSearch to Maximize Earnings

WebSearch is a service for website owners who wish to provide search options for visitors to their website, directly from any web page. WebSearch results pages use Google's search technology to provide relevant results that are then customized to fit with the theme of your website. Results pages also contain Google ads targeted to the user's query and this helps to increase your revenue as well.

If you wish to add WebSearch to your site, fill out the online application. If your application is approved, Google will provide you with the necessary code to insert into your web pages to generate the Web Search box wherever you want it located on your page. The same application approves you for both AdSense and WebSearch and you can decide to use a combination of the two programs.

WebSearch is also free and Google pays you for valid clicks on the search results pages.

SiteSearch is an optional element of WebSearch that allows visitors to your website to search within your pages. The results from SiteSearch earn you money when users click on any of the ads displayed on these pages. SiteSearch can only search the pages of your website that have been added to Google's search index.

Content Builder Pro users have the ability to instantly implement "Google's" search box technology which also earns you money through AdSense, and with a little customization effort can add WebSearch and SiteSearch to their sites as an alternative.


## Conclusion

I hope you enjoyed reading the information in this  mini course! If you have any questions or there is anything that doesn't make total sense and you're just not "getting it", then by all means contact us and we will assist as best we can.

Happy content publishing!

Best Regards,

Billy Davis
ContentBuilderPro.com