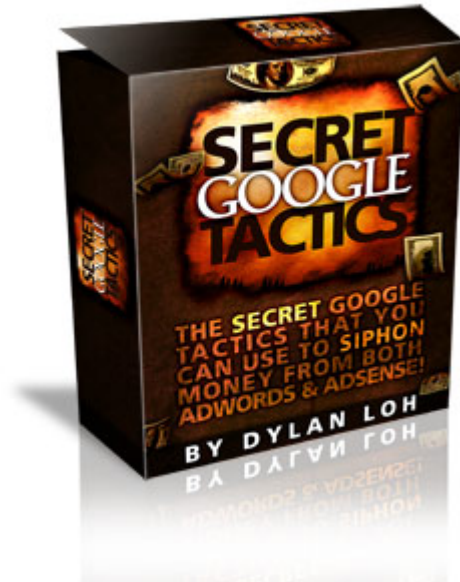


# Secret Google Tactics



**How to outsell, outearn and out-and-out crush the gurus who've been dominating Adwords & Adsense for far too long...**

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## Introduction

Does the Google business intrigue you? Would you like to know how to make money with Google AdSense?

Well, let me tell you – you can do it. This is a book for everyone who has ever wanted to make money with AdSense, so we start from the very beginning.

Later I will tell you how to create a Google AdWords account as well as how to register for Web hosting. I know that most likely 80% of the people reading this ebook already know all of the basic stuff, and you are looking for someone who can give you new and advanced methods. Well, that is what I'm here for and exactly what I will show you a little later on. Just remember, there's still 20% that need to read the basic information, so I had to include it.

It's very simple to build your business on the Internet with AdWords or to simply make money through Adwords alone.

Recently the rules have changed with AdWords. In the past, almost anyone was able to choose an affiliate product and then create a profitable campaign with AdWords. They were able to see their sales and commissions growing higher, much higher than the money they spent on clicks. Now, there is way too much competition. In order to continue to make money you have to change our methods as well. This ebook will show you how.

## CHAPTER 1 – Getting Started

### The difference between AdWords and AdSense

Confusion arises in many people with the difference between AdWords and AdSense. Let me show you the difference to help you understand just exactly when it makes sense to put AdSense on your website. Many website owners make the mistake of putting AdSense ads on their sites when it just doesn't make any sense. Let me help you so you don't make that same mistake.

AdWords are the ads that you see when you are on Google. They are the ads that appear under the "Sponsored Links" area. The AdWords program is truly ingenious. It allows advertisers to target people who are looking for the exact product they happen to carry. If you do your AdWords campaign correctly, you will begin to target high amounts of traffic directly to your site and your business is ready for take-off.

Let me explain what happens. Pay-per-click is an advertising scheme used on search engines, blogs, websites and advertising networks. As an advertiser, you bid on keywords that you believe your targeted viewers would search for when looking for a product or service such as you have. When a searcher types in a keyword matching one on your list or views a webpage or site with relevant content your ad will then appear. In many cases this ad, known as a sponsored ad or link, will appear above the normally generated search results.

The advantage of pay-per-click advertising is its ability to target "eyeballs" in a manner similar to print advertising i.e.: ads for cars are directed to searchers looking specifically for cars and not for motorbikes or electronics. Another advantage is that many websites, blogs or content providers will allow placement of these ads on their sites as a way of generating revenue for their site and increase the chances that your ad will be seen.

Now since we talked about AdWords, we will tell you about AdSense. Google is without a doubt the most popular search engine on the internet. Estimates of its popularity range from 50% to as high as 80% with all users of the internet. People like its simplicity, ease of use and the large number of relatively bug free options and programs it offers its users.

Google AdWords is a well supported and easy to use program that is offered to advertisers and users alike. To make use of this program you need to register and open a Google AdWords account and maintain a minimum balance of US\$5 in your account. Google will place AdWord ads directly on your site. After determining what your website is about, Google then places text and image ads

on your site that is relevant to what you have on your site. So, in other words, when someone clicks on the ad, you make money.

## How Much Can I Make?

Believe me, you can make a *fulltime income* with Adwords if you know the basics of the program and understand the concept of managing your own ad campaign. After you've read this ebook, you will understand all that.

Adwords is a unique and low-cost advertising program developed by Google to allow ordinary people to create Adwords income right in the comfort of their own homes. You can cash in on all that with the knowledge you'll get from this ebook.

The basics of Adwords are **simple** – you develop your own advertisement that will be placed on Google's search results when visitors search for words that are relevant to your ad. When they click your ad and purchase the products you're promoting, you automatically make Adwords income that is directed to your ClickBank account.

However, you have to understand that you will be charged a small amount every time a visitor clicks through your advertisement, whether they purchase the product or not. Fortunately, Google charges only a small amount, around \$0.10 and up, while your commission per product can be from \$10 and up.

The good thing about Adwords is that you can earn a good income from Adwords because all the people that click through your advertisements are 'targeted markets' so the possibilities of your visitors in purchasing your products are higher because they searched for that product on their own.

I guess you could say what you earn depends on a number of factors. One factor is what an advertiser will bid on your site. You then receive a portion of what they pay. The best way to find out what you are going to make is to sign up and start putting ads on your pages.

To apply, you must show that you have a website that has an acceptable content and valid URL. You must also have a valid payee name and mailing address in order to receive payments. AdSense lets you customize the appearance of ads to match the look and feel of your site. You can also customize the style of your AdSense for search box and search results page.

## Tips on Earning Big Bucks through Adwords

How you set about earning a substantial Adwords income depends on your understanding of Adwords and ClickBank programs. Although the concept of earning money through these programs can be written as:

1) You write an advertisement, 2) a visitor clicks the ad and buys your product, and 3) you make Adwords income, it's not as easy as you think since you have to consider several things in writing and posting ads before making a full time income.

Don't worry, though – keep reading and we will deal with all of those.

Before anything else, you need to research and find products or programs that people are more likely to purchase. Then, you need to determine which keywords or keyphrase people would likely to type into Google's search engine to be directed to the program or product you're promoting. Once you studied your target market, you need to write a reliable and striking ad to get visitors to click on your placed ad.

I'm making that sound simple, because once you know how – it is! You will learn all about these things with this ebook.

Another thing to consider is the money you plan to invest on your advertising campaign. Determine how much one click will cost you and how much commission you will be receiving once a visitor purchases your product. This will help you determine if paying \$0.50 per click is worth a \$10 commission. You can always increase your maximum budget for daily clicks. We help you decide about all that a little later.

Here are a few things you need to understand in order to get your income flowing from your Adwords campaigns:

### Impressions

Impressions are the number of times your webpages with Adsense ads have been viewed. You can increase Impressions by increasing traffic (preferably targeted traffic) to your webpages. Some of the best ways to increase targeted traffic to your webpages include:

- create more webpages, with relevant, focused content
- create more links to your webpages
- list your website/s under relevant categories in more directories
- set up a directory of relevant sites on your website and accept relevant

reciprocal links

-write relevant articles, with your site information in the 'resource box' at the end of each article, and submit them to article directories

## **Clickthroughs**

Clickthroughs are the percentage of viewers who click on your AdSense ads. You can increase Clickthroughs by increasing the relevance of AdSense ads on your site, and by tweaking the format and placing of your ads.

You can influence the relevance of the ads you get from AdSense by maintaining a tightly focused website. If every page on your site focuses tightly on the site topic, it's more likely that the AdSense ads will too. For example, if every page of your site is about fishing, and the word 'fishing' appears several times on every page, it's likely that your AdSense ads will relate to fishing, because Google will target them that way.

So now you have the basics of increasing your AdSense income. It's a deceptively simple formula:

- Build pages and websites on high paying topics for the best Effective CPM.
- Format and place your AdSense ads for maximum Clickthroughs.
- Promote your sites to drive targeted traffic to your AdSense webpages for maximum impressions.

This ebook is intended to show you in greater detail exactly how to do that.

## **How do I get paid?**

You get paid whenever someone on your site clicks on one of the AdSense ads. Advertisers can also bid to appear on your site on a CPM (cost per thousand impressions) basis. You will get paid if advertisers bid to appear on your site on a CPM (cost per thousand impressions) basis.

## **Shift your thinking**

The best way to boost your AdSense click-through rate is to stop thinking of the ads as ads as soon as you do that, you start to see the whole thing in a new way.

Think about this logically for a moment. You're surfing on the Internet and you see something that is unmistakably an ad. What do you do?

a) Rush over to click on the ad because you love those things?

- b) Laugh excitedly at the prospect of being taken away from the interesting content you're reading?
- c) Ignore it saying to yourself "that's an ad; they're just trying to sell me something"?

It's c) right? **People hate ads**; we're all suffering from ad-overdose. So what if you could make your AdSense ads look less like ads and more like helpful snippets of information?

Whoaaaa there! You're scaring me now, what are you suggesting to me?

All I'm saying is that if you put this theory of information giving rather than 'sell, sell, sell' at the heart of your mission to build a cash-generating AdSense empire, you will get there before everyone else.

To make a ton of money with AdSense there are just 4 things you need to get right:

1. Content
2. Keywords
3. Your ads
4. Traffic

There you go, I said it. You need to burn those 4 things into your mind. How often do you find yourself wandering off-course when really you should have the above 4 items as your compass? They will guide you to AdSense success.

## **The Importance of Content**

You can improve your Adwords income very easily with SEO

I am about to reveal a way to make a great monthly income without much more than 3-5 hours of work a week. You can easily boost your income faster than you could ever imagine by using SEO (search engine optimization).

This is what you do. You start using articles that are written by authors of free content sites, like my articles. They are all optimized to get a high ranking for a specific keyword on Google. This will allow the webpage we are going to build to get a high ranking as well. You will get hits this way.

All you do is use the article, without changing it and you must include the author bio box or you are not following the guidelines and you can get in a lot of trouble. Surround the article with Google adsense for content ads. You can use up to 3 blocks of ads per site.

This will give you a webpage that is optimized to get hits every day and when people visit the site they will click on your Google Adsense ads and you make money.

Some ads will even make **you as much as \$20 or more per click**. You can easily build a nice monthly income with this method.

Now let's throw in Google Adwords and make even more money. You can pick very cheap keywords on Google Adwords that will make you more money when people click on your ads. You need a keyword tool like [good keywords](#) and you will need to build large lists of hundreds of keywords that have something to do with the subject of the webpage.

Then, you can plug these keywords into your Google Adwords campaign with a maximum bid of \$0.05. If they do not activate for that price they are a waste of time and you can delete them. The idea is to pay \$0.05 for a click on your ad that will bring you a visitor that will click on your Google Adsense ads that will make you more than \$0.05.

This is a very easy strategy to create a monthly income. Think about this way: if each site you build makes you \$25 a month then you can easily build a huge amount of money by putting up 20 sites a week. That would be \$500 a month that you would be able to build every week. Plus it will continue to come in because your sites will be ranked on search engines.

First of all, though, you need to make sure you are promoting the right products through Adwords. You don't need your own product; most people use Adwords with affiliate products, as it is absolutely the easiest way to make money online.

### **How to choose your affiliate products**

Affiliate Marketing with Google Adwords is one of the most powerful combinations and opportunities on the net today.

Make sure you have a product that converts well when creating your campaign. If the product you are promoting doesn't convert well, then all the work and all the best keywords, landing pages, and ads will not help make you any money. I personally only promote things such as electronic products (ebook, software, and memberships).

There is normally a higher commission with these products. They also sell very well online. Best part is no hassles, no shipping, and no inventory. Your customer will be able to get their items downloaded instantly, your customer pays for the product online, and you get to keep the commission from the sale.

In Chapter 2, we will discuss where you can find good products in three marketplaces.

First though, be careful not to spread your Adwords efforts too thinly. Find a niche and stick with it.

### **The best way to find a niche**

Contrary to what many people think, building any site on what you like and your interests is not a very good idea. It's not going to be very profitable. I still can't figure out why people want to build niche sites based on personal interests. I guess it could get me started with learning Internet basics, but it wasn't going to build a cash flow.

I found out very quickly that there were more profitable markets to build my sites around.

Make sure you provide *the niche that people want*. Don't create a product then find the niche, you need to do the opposite, find the niche then supply the product. You need to remember that just because a certain phrase pays well, doesn't mean you will get a good search engine ranking for it, or that people will be attracted to your page.

Should you go after high paying phrases regardless of topic?

Just remember not to jump on the phrase bandwagon unless it's related to your website. Also, make sure it's something you have a passion for. Did I just mention "passion?" I sure did! In regards to AdSense, if you are not passionate for the theme you have chosen, then just forget it and move on. This lack of passion will come across to the visitors on the site and you will soon get tired of spending hours updating.

Whatever it is you choose to build at a business. You have to become known as an expert in whatever niche you choose. It's not as hard as it sounds. Building an AdSense business online can actually be done in one day.

I know that you might be one of the 20% that just doesn't know how to do any of the steps listed above, but while you continue to read the information I have put together, you will learn. So we don't want you to be afraid to try!

One thing you have probably heard dozens of times is that if you want someone to buy something from you, then you have to be a recognized expert on the topic and give them something of value like an ecourse or an ebook. This will ensure future sales.

## The Process of Building AdSense sites

1. Sign up as a website owner on an Affiliate Network like [ClickBank.com](http://ClickBank.com).
2. Decide what your niche will be - Select fast moving and popular products that third party merchants have put up on Clickbank for affiliates like you to choose from and sell and earn commissions of.
3. Create an image for the header. There are many image-editing tools you can use. It's best if you can relate the header image to the niche topic.
4. Make a decision on the templates to upon which to build your sites.
5. The key is to identify 1 to 3 products and focus on them. Don't go overboard and start selling 20 different products. Focus! Display these products on different pages within your website by using the tracking code provided for each product by ClickBank.
6. Go to the Google Adwords System and sign up with a minimum \$25 account. Look for low CPC per-click keywords (or non-competitive keywords) that match and target each of the products you have put up on your website, and create an ad to be shown in the search results or on relevant targeted websites.

Be prepared to play around with this system a lot – until the amount you spend for traffic coming to your website from your ads on Google Adwords, is lower than the commissions you earn when this traffic eventually makes a purchase on the ClickBank redirected Merchant websites.

There are certain positions for the Google Adwords ads which give the best click-through-rate, which is also known as CTR.

The ad format which gives the best CTR is called a **“large rectangle”** (336X280) placed them above the fold. You can also use another format on the sides of your pages called **“sky scraper”**.

Remember to blend the ads with the content on your site. Google will display targeted ads for the profitable keywords, if you make sure that your website focuses on highly relevant content. This improves the CTR and payout per click. If the ad stands out, it looks more like obvious advertising. That puts people off. Google recently began a policy which prohibits images being displayed next to ads so be careful about that.

## Web Page Content

You can't necessarily write your own content for each of your Adwords sites, because you may have too many. You also may not know enough about the profitable niches and so all your time would be taken up by trying to write the articles.

However, a very important strategy to utilize when creating your AdSense sites is adding unique, high quality content. Why not get a freelance writer to write them for you because then they are 100% personal and unique. You can ensure good quality on your sites then. You can also be assured that it is directly targeted to your keywords. Targeted AdSense ads will then appear on the site.

A cheaper, but less satisfactory solution is to use PLR articles, and either run them through a content spinner or manually edit them for a more unique look.

You need to keep in mind that relevance is one thing that matters to Google. Google has surpassed all other search engines by making it its mission in life to give people exactly what they are looking for, as fast as possible, in their search engine.

Therefore, you are rewarded for having relevant content. The people who search are able to vote for you by clicking on your ad. If it gets clicked on its relevant, if it doesn't, it's not.

The more people see your ad and click on it, the less you have to pay for your Adwords campaign. If you write terrible ads, you will have to pay more in order to get your ads to show at all. So there is a kind of natural selection that allows the good ads to be rewarded and the bad ones to be weeded out. Just make sure you have the good ones!

What really matters in the long run are **your ads and that the content of your site is relevant to the keywords that you're bidding on**. You must match what the person is searching for with your message. If you write an ad that matches exactly what is being looked for you will be able to beat your competitors, so always put yourself in the customer's shoes when writing ads.

### Using PLR And MRR Products

This is another cheaters' way to get content for your Adwords websites if you can't write the relevant content yourself. PLR, or Private Label Rights, and MRR, or Master Resell Rights articles and ebooks can be used to promote a product with AdWords

Another cool thing about using them, MRR and PLR, products is you can actually give them away, if you have been given permission by the author, to build your mailing list and so create a bigger captive audience who is more likely to click on your ads and make you money through Adwords.

Using good quality content helps to promote you as an expert in an area. They don't know you didn't write it! Therefore, they are more likely to trust your judgment about good products, click on them, buy them – and earn you greater Adwords commissions.

## **How to Get Traffic To Your Sites**

The best way to keep control of your Adwords Empire is to keep all of your sites under just one domain. You can have separate subdirectories for each of them. If you create a domain name for all your Adwords sites, then you would be wasting valuable time.

If you want to create the number of sites I have created, then my suggestion would be to have from 1-3 domains and then create the sub-directories as I've spoken about. Then once you figure out which site is doing well, then you can work on creating a separate domain for just that site.

There are some steps to take in order to get traffic from the PPC search engine from Yahoo. Make sure to select the right keywords you want to use in your campaign. Your ad will be displayed to the right of every search result, when someone searches for that keyword. If you have an attractive ad, then a visitor is bound to click on it.

Add your keywords to the PPC campaign. Use between 200 and 300 keywords, which would be specifically targeted to the topic. Then you have to place a bid on my keywords. My preference is bidding the lowest amount that has been offered. When you are in Yahoo, the lowest is 10 cents per click. Each time someone clicks on my ad, I will be charged 10 cents or less.

The next step is creating the ad. Ideally, the similar keywords should be grouped together so you can create ads for each of those clustered groups.

The ads will then become more relevant. It takes some extra time and effort, but it's all worth it in the end. Send traffic only to your home page when you create it and not the keyword pages. If you send traffic to the keyword pages there would be way too much work in the process.

Finally, you should activate the ads after checking the budget and schedule of the campaign.

Make sure your ads are as relevant as they possibly can be to the keywords that someone is searching. That's the key to getting more clicks on the PPC ads. If your ads really appeal to human nature and emotions, your CTR will increase. Stress less on the features in the ad, but more on the benefits.

Please be sure to split-test your PPC ads. You can accomplish this by creating 2 campaigns with the exact keywords and bidding prices. Next, watch to see which one out does the other. Then use the ad that has won as the control and then do the same thing with a new set of ads. You will then be able to narrow things down.

Once you follow all those steps, you are ready to go! You are all ready for traffic to begin coming to your site. Try to make the ads emotionally appealing to anyone searching.

Because remember if it “touches” them, they will most likely click on the ads they are looking at. Make sure you don't use the same PPC campaign keywords that you are bidding on are not the same that you are using to optimize on your AdSense sites. If you do, then chances are when someone clicks on your ad; the AdSense ad may be cheaper than what he paid for in the click.

Make sure you keep track of your PPC ads and watch to see which keywords are bringing people to the sites. Also, make sure that the cost for your visitor is a lot less than what you are making on your AdSense click.

## **Chapter 2 Getting Paid**

I will now go into more of what I was talking about in the introduction. I don't want someone telling me that they didn't understand what I was telling them because they didn't understand the basics of things.

Affiliate Marketing such as with Adwords is a system where you earn a commission for selling other people's products. You would place a link on your Web site.

Let me give you an example: You have a website with content on gaming online. You could put a banner, which promotes an online store for gaming. When the person clicks on that banner, then he will go to the site, which is an affiliate of yours. If that person buys something, then you will earn a commission. Now that I've explained it a bit, let's move on to the various markets.

How and where to find profitable products

It was mentioned in the first chapter about three marketplaces to find the products that are good for you. I will now discuss them. They are [ClickBank](#), [PayDotCom](#), and [7DollarOffers](#). These are the only sites that I use to find my products. I'll give you a short explanation and then go into a longer detail of what they are. First is ClickBank, it is an electronic products payment processor.

It is the most trusted one. You can be 100% positive that your commission will always be paid to you 2 times a month via check. PayDotCom will pay your commission directly to PayPal every 15 or 30 days. The only processor for payment accepted is PayPal. 7DollarOffers will pay you instantly to your PayPal account on every sale that is referred. They do front end sales.

**The trick here is, identifying products that have –**

- a high conversion rate (sale per visit) on the affiliate network (eg. Clickbank)
- a good/high commission paid to you by the merchant (through ClickBank)
- a low competing cost-per-click on Google Adwords OR an efficient enough CPC rate that eventually results in a positive profit flow.

Our first marketplace to discuss in length is ClickBank.

It's located at <http://www.clickbank.com/marketplace.htm>. There are 9 main categories you will find. Each category has great products, so it doesn't matter which one you choose. There are 4 important things to keep in your mind about this marketplace. They are the following:

1. \$Earned/Sale- You will earn an average net amount per affiliate per sale. Refunds, any chargebacks, and sales tax impact this. Returned checks, or unfunded sales, will not be impacted.
2. Future \$- When you have sales on the site, you will earn an average of the total rebill revenue. It normally relates to the average sum of all the rebills. Total \$ is when the number of initial sales is divided by the sum of the initial sales and rebills. The total amount per sale, which includes all, rebills that come from that sale.
3. %Earned/Sale- This is regarding the average percentage of commission that you will earn on an affiliate-referred sale. If the publisher has changed their mind about the percentage payout
4. %Referred- whatever is referred by affiliates, this stands for a fraction of the publisher's total sales. Gravity- this stands for the commission earned by a paying customer to the distinct affiliates. It's not an actual total. The past 8 weeks 0.1 and 1.0 is added to the total. More recent your last referral was, the higher your value will be added. I would recommend you sort your things by Gravity. That would be the best way of finding the products that convert the highest. The products with a higher ranking are better ones to promote because they are already being sold well by the affiliates already promoting them.

The best part about selling information products is that you can get paid for 50 to 75% commission on each sale. They are not always possible with tangible items.

C. The next marketplace is PayDotCom.

You can check the site out at <https://paydotcom.com/login.php>. Just click on the “Promote Products” tab, after logging on, and then go to “From Marketplace.” Once there, just select whichever category you feel is worth starting an AdWords campaign over.

Once you decide, you’ll notice all the products have an **Affiliate Power Score**, or APS number. That number or score is based on things such as sales, affiliate earnings, and total refunds over the last 150 days with the more recent transactions that have more relevance. Other factors include things like the amount earned by the affiliate. We don’t publish the algorithm to protect the score’s integrity. We do not want it to be manipulated and to always represent the best.

After finding the product you wish to promote, then click on the link that says “Promote” below the listing and it will be added to the accounts product list automatically. You will then be transferred to the site where you will be given your link, which you have chosen to promote.

The affiliate links through PayDotCom are huge, so you can use the free service to cloak them. The service is called TinyUrl. The link is <http://www.tinyurl.com/>. This will provide you with taking the large link and transforming it into a short one that your customer won’t recognize you are an affiliate and that you are getting paid a commission for the sale. I make sure to use this service because it allows me to get paid every 15 or 30 days straight into my PayPal account. They also charge lower fees than ClickBank does.

You can add your own product for free in their marketplace.

D. 7DollarOffers is the final marketplace we will be discussing.

You can reach this market at <http://www.7dollaroffers.com/>. There is no registration to this one. You just simply visit the site. This market is dedicated to pricing electronic products low.

Most reports are small and have a price of \$7.00. You get to keep 100% of the profits from anyone you refer to them and there is a sale. To receive 100%, you must go to the site below:

<http://www.theproductsite.com/?e=yourpaypal@emailaddress.com>. Let me give

you an example. If you promoted my first AdWords Profits report using \$7.00 scripts and you assume that the PayPal email address is - [Paypal@awprofits.com](mailto:Paypal@awprofits.com). Your affiliate link for the report mentioned above is - <http://www.awprofits.com/?e=paypal@awprofits.com>.

Whenever someone would buy that report you would be able to keep 100%, which would instantly be paid to your PayPal account. You don't have to wait for any length of time to get your checks for the products you promoted. They are inexpensive so get ready for them to be a hot item and sell quickly.

The best way to acquire, which products sell real well, is to watch for new launchings of items. Watch the known Internet Marketers for promotions as well as using IM News Watch.

Register at - <http://www.imnewswatch.com/>. You will find most marketing product news from the Internet posted there. You will get all the information you need regarding a new product. The best part is it happens before it launches. So by following those, you can get your campaigns started, build your list, build up the zest of the products with subscribers, and then make the announcement and start to make money. There is always a product launch done every week that is profitable. Don't waste your time on old products that don't convert, check out the new ones and get in on the game!

Now that I've discussed the three marketplaces you should understand more about affiliate marketing. Once you get your accounts, it's time then to create your AdWords account. The thing that matters most is having the ability and charisma on your website to get people to either opt-in (buy in) or whatever else you would like to see happen.

Google AdWords is one way to get traffic there. It is the fastest and easiest way as well. Sometimes it's the cheapest way. But remember all of this is not about Google, but about you and your website. Google will send you predictable traffic that is highly targeted to your site, day after day. So experiment and make your sales process perfect.

Everyone thinks this is hard. It's not as hard as you think. Actually, for me, this was the easiest in the AdWords campaign process. The important thing to remember is to use your common sense. Try to think of what other people will use when they are looking for something you are selling.

You will want to delete any keywords that are not making you money after tracking your conversions. There are many campaigns that I am running on just one keyword. You will be lost and paying for clicks if you don't track your keywords.

All you need to do to track your keywords is the following:

1. Go to your AdWords account and log in.
2. Click on the tab at the top, which says "Conversion Tracking"
3. Look for "Conversion Code", it's on the right, and click on it
4. Look for whichever type you want to use such as lead, sale, etc. and choose it.
5. Make sure you customize your conversion-tracking look
6. When Google gives you a code, then copy and paste it on your "thank you page" or whichever page your customer will see after they make a payment.

3 columns will then be added under the section of your AdWords names Campaign Summary. The columns will be named "Conversion Rate, Cost/Conversion, and Conversions."

If you want to find out exactly how many sponsored ads a keyword has with it, then you can use a tool called SpyFu. SpyFu has a paid service that will give you better results, but you can use the one for free. You will get top ads and keywords. That's really all you will need. Here's the link:  
<http://www.spyfu.com/>.

All you need to do is to type the keyword that you want to see how much competition you have, or how much the sponsored ads are appearing for just that keyword. If you use SpyFu, then you can see the keyword and what ad is using it, just click over the ad.

You get a limited number of keywords with the free service, but you don't really need more than 10 highly targeted keywords. You can buy a membership if you wish to have more, but it's not needed really. It's your decision though. I would not personally recommend that you utilize a keyword that has more than eight sponsored ads. This will stop you from having to place a higher bid or do too much optimization on the first page ranking.

If you use keywords that have less than eight sponsored ads, then you have no worries of a first page placement. Sneaky, huh! It's guaranteed so you won't have to pay more in order to beat other ads. Make sure you use Google's three keyword options for matching:

The next thing you need to do is pay as low as you can (\$.05 to \$.01 per click) by beating your minimum bid. You can try this with the keyword that has more than 8 sponsored ads, but you will have to improve your quality score in order to be placed in a decent position while you are playing less.

What phrases are best to base your theme on:

1. How much you will be paid per click
2. What is the competition level for the phrases
3. What are your chances of good traffic levels being attracted for the phrases

Another thing to remember is that there is nothing we know for sure until it is tried out. One thing I look for is the number of ads available for that keyword, also known as CPC. I also look at the number of searches being done a month.

## **Negative Keywords**

If you run a search network campaign, then use negative words. You will see the correlation later in this ebook. People that type in a broad key-phrase will find you if you use broad keywords. People who don't really want to partake of your product, especially if you are using AdWords, really should not find you accidentally.

You will be charged for each click, so you need to narrow the search down for people just searching for what you have to offer. 'Free' is the most commonly used negative keyword. You should always include these words in your search network campaign: free, counterfeit, and scam. You need to use any negative keyword that you have to in order to avoid being charged for unwanted visitors.

## **Search engines**

You know the saying "If I had a cent for every time..." That's what I think sometimes when I get without fail around 5 times a week: "How do I get top of the search engines?" That's a classic question. It can't be answered in one ebook unfortunately! This is a challenge that I am going to meet. Get ready; be sure to fasten your seatbelts for this ride.

1st Step is to stuff the search engines, well not exactly stuff them, but appreciate that they are not the only way to go. They are only one source for traffic to your site. Don't be convinced by people that they are the only things you need and you'll want. There are guys that I know that are making 6 figures a year and don't have any thing to do with search engine optimization at all.

2nd Step is to get a lot of great content. If you are planning on this being a long-term thing, you need to make sure the content on your site is unique and has a great quality about it. If you create more content pages, you can place

more key phrases into the site and that will give you more opportunities to be listed in the search engines.

3rd Step is to get a lot of people to link up to you. This step won't work if you skipped step 2. You have to first have a really cool site that has a lot of neat content in order for people to want to link to you.

4th Step is to choose the best phrases to use on your site. You need to find which ones will bring the most traffic. You don't want ones that only work with the highest volumes but you want ones with highest quality.

5th and final Step is to rinse and repeat. Read steps 2, 3, and 4 over again. That's all there is to it. I met the challenge; I told you how to get to the top of a search engine in one book, amazing isn't it? 😊

### **Torrent of traffic**

That's what we all want – plenty of traffic to your website. Even with traffic coming to your site, you must be willing to work on making an opt-in list as well. You will get 60 opt-ins a day if you have an average of 30% signup rate and 200 visitors daily.

That would equal about 1,800 new people who have subscribed to your list every month. Think of that! And all you did was run the AdWords campaign. Every week you would promote a new Internet marketing product and every week your list would grow quickly for just the one low cost of an AdWords campaign. You would need to send an email to promote a \$47 product and you would earn a commission rate of 75%.

In all reality you there would be roughly 324 visitors that would send to that products site. You would earn roughly \$544 for just that one promotion that you would send out to those 1,800 people. You should actually send 4 new promotions a month. If your list continues to grow everyday, the possibilities would be endless.

### **Big Content Mistakes**

If you have a content site, which means you are not selling anything, then AdSense is a great idea! A lot of the sites out there are informative in nature. The AdSense program will earn you either a little or a lot depending on how popular your site is. But you don't want to put AdSense on your business site. If you do, you are basically setting yourself up to be beaten by competitors. That's like saying Home Depot has put up a large billboard for its store in front of Lowe's.

That's exactly what you are doing if you put AdSense ads on your site. If it's content, it's a great way to earn some money, but if you are selling a product, forget AdSense. However, you can use AdWords, as a matter of fact, we would recommend it. You will get a lot of traffic to your site in a rush. So you ask us, how DO you make money with Google AdSense? Well, we will tell you.

**Don't use just your own content to build your site.** This will take too long to grow a lot of pages. It's unique, I'll give you that, but to quote the cheese-gurus, "leaving money on the table."

**Don't use just other people's content to build your site.** You will have very little that's unique if you do that. Everybody likes to borrow other people's content and use existing content, but that doesn't make things right. "If you do as everyone else, you will receive as everyone else." You need to make sure you make the pages unique and your own, because search engines frown on any duplicate copy.

**Don't use just "synthesized" content** on your site. If you use the automatic content machines they will eventually backfire on you. You might make something short-term, but it's like building a house with no firm foundation. It's quicker, but which one would you rather live in - one that you can enjoy today or one that you can enjoy with your family in years to come?

**Don't use the same color scheme that Google has.** It screams at visitors that it's an actual ad, go ahead and ignore me. Close your eyes and picture what a typical ad looks like on the Internet and then create your ads to be completely opposite. You can put on your "active camouflage" when you make your AdSense ad the opposite of bright, loud, and stand out ads. I'm sure you've seen boxing before, correct?

The action of that fight is right in the middle of the ring, not the surrounding areas. When you see an ad in between rounds, where is it located? That's right in the center of the ring, where everyone can see it. You need to make sure your ads are in the same place. I am not speaking of misleading or misguiding your visitors. I am just telling you that you don't have to make your ads look like everyone else's. You need to attempt to create a browsing experience where they feel comfortable rather than want to quickly click away from it.

### **Harness the power of keywords**

We have mentioned negative keywords; I guess it's time to talk more with you about keywords in general. When selecting a niche one never knows if it's going to be 100% profitable. When doing keyword research, if it's done properly, then

you have a better chance of hitting good niches. Earnings depend on Google though, and their “Smart Pricing” strategy often is very low paying, even if it is considered “high profitable” niches. Unless you monitor the sites, you never know for sure if the sites work.

An easy way to start your sites is to use keyword lists that can be found on the Internet. You may say that this is the way Google spreads their AdWord ads on the Internet. When a visitor clicks on an ad, the owner of the website get paid a small percentage of what it costs the advertiser to pay.

## Chapter 4 Writing Your Adsense Sites

### Writing Effective Adword Ads

You can increase your Adwords revenue by including ads that blend in rather than standing out. You need to steer away from making it look like a normal Google ad. You will get more clicks if you allow it to look like it's apart of the page.

The most important thing in your campaign in order to make it profitable is probably the effectiveness of your AdWord ads. Remember your ad is the first thing the customer will see about the product you are selling or are an affiliate of, so keep this in mind. Your campaigns will never stand a chance if you don't have good ad copy. There won't be any visitors, any list, any sales, and therefore any money.

Writing good copy can be a difficult thing. There are about 95% of the advertisers using AdWords that do not know how to write well. You need to be relevant, as we've said before. You must be willing to give that person searching exactly what they are seeking. You can create various ads with different keyword lists. You will be able to test them through click through ratio (CTR) and which one is the lowest cost per click (CPC.)

If you already have a successful AdWords campaign going, then go ahead and skip this next paragraph. If not, stick around and read it. It will be helpful to you. You need to go to your AdWords account and logon. Look for "Campaign Management->Campaign Summary" section and click on the campaign that's yours. Then you will click on your ad group. Click over the tab marked "Ad Variations" to edit the ad. Then click Edit and then Actions column. You need to create different groups for each of your campaigns because relevancy is key! We keep repeating that, but it's really important to remember.

Use strong verbs in your ad. Strong verbs link directly to the five senses - touch, sight, smell, sound, and taste, and to familiar emotions. **They are short and personal such as "run," "fight," "love," "say" etc.**

Weak verbs seem abstract and impersonal. They tend to be long words: "employ," "postpone," "construct."

Write ads that have rhythm - ads that have a flow nice flow to them effect people in a better way than ones that don't i.e. "simple self defense" sounds good. It has rhythm.

You need to be sure that your ads are relevant to the key phrases you have picked out. This is the way Google wants it - relevant! If you have relevant content and keywords and your products are high converting ones, then you will go far with AdWords.

You are not allowed to use a call to action in your headline or description lines due to Google's Terms of Service and they will ban the ad. So don't do it.

In your headline make sure you type it this way: {Keyword: Learn To Play Golf}. Your headline will then be the exact keyword/keyphrase your visitors are seeking. The only thing is that Google will not reward you with a higher quality score even if you have a high CTR. It's a rule of their algorithm.

A high quality score will help get your ad to rank higher and you will have the chance to pay less per click than your competitors.

### **Finding The Best Ads**

The only way you will know this is by testing it. You must create different ads for the campaign that you are working on and you can also create different ad groups.

Just login to your AdWords account, click over the campaign that is yours, and then you will see a list of ad groups that is yours. Create two ad groups and inside of each ad group, create two totally different ads. There is a conversion tracker that comes with the AdWords campaign - use it. You will perfect your campaign and lower your costs while you bring in more money

If you want to test your ads, then you first need to:

1. Logon to your AdWords account
2. Find the campaign's checkbox and click on it
3. Find the "Edit Settings" button and click on it
4. Go inside the "Advanced Options", and choose "Rotate: Show ads more evenly" as the "Ad serving" option

If this option is not changed then you won't be able to compare the ads to see which is performing better. Google will show the ad getting better results, even when it isn't the best one.

### **Creating a high converting landing page**

If you want to be a success online with your Adwords business then you need to learn how to create simple websites first. But your success can't be guaranteed only creating a website, you have to also learn to optimize it to sell.

You will bring traffic to your landing page through AdWords. You then have to create buyers out of visitors. Remember what I've told you this whole ebook relevance is key! Your landing page must have relevance and must be targeted to your keywords and ads. Let me start off with some basic information for you. Then I will follow that by the advanced techniques.

Before your visitor will read the advert you need to create an attention grabbing headline. Ensure there are keywords in the headline as Google highlights this and it will focus attention on the headline and improve your click through rate.

After the headline you need to create an advert that appeals to your visitor. Focus on the benefits of your product as this will stir up emotion in your user to click through to your website and refrain from exaggerating your product with unbelievable claims.

If your site consists mainly of lead generation pages with hardly any content you may experience the "Google Slap" with lower rankings and higher bid prices. Google defines this as "A value placed on an individual domain that reflects the quality of the content contained within it." The following tips will help increase your quality score in Google:

- Add a contact us
- Add a privacy policy page
- Build a sitemap
- Get a few good quality links pointing into your website.
- Include more content on your website
- Start a blog. Google loves blogs and this will raise your Google quality score.
- Place a link in your blog to your main lead generation pages and vice versa.
- **LINK OUT.** This is very important. Say you are bidding on the keyword "run my car with water". It is important to have on your presell page, review page or opt-in page a link to a top ranking ORGANIC Google website.

What this means is simply linking to a website that ranks within the top 3 of Google organic search result. This does wonders for your quality score!

Five techniques to improve your click through rate, quality of my visitors, or both.

1. Get a domain name that ends in .us, or whatever country you are selling to.
2. Make your headline feature whatever keyword you are focusing on.

### 3. Put the keyword as the subdomain of your URL.

Here are the elements for a successful landing page:

- Header

Your header is the first thing seen on the landing page. This is where you must really grab the visitor's attention and make them interested in finding out more. It's normally centered and the text is normally formatted to fit 1 to 5 lines.

- Sub-Header

This is used to reinforce your header. It will build interest to keep your visitor wanting to know more.

- Copy

This is where the review of the product has been written.

- Bullet Points

This is used to make sure important facts are highlighted. This tends to draw attention from the customer. This is where the benefits of the product go.

- Sign Up Form

This is where your opt-in code is placed. This will capture both the visitor's name and email address. You will be able to keep in touch with them.

- Audio (optional)

An audio introduction for some products would be nice, but most times it is just annoying to hear someone talking when a person comes to join a site. Make sure to adjust it to only play when someone pushes the play button.

- Video (optional)

You could use video to explain the product's benefits, but it's not important. It doesn't help conversions. As shown in previous tests regarding videos, they don't work as well as everyone would like.

- Graphics

Graphics should be used in describing the product. You can use something of the nature of a book image or box image. I'm sure you have seen ecover images on any sales letter you've received. Therefore, you know exactly what I'm talking about.

Your landing page should:

1. Get straight to the point. No one wants something to drag on and on. Be direct and be brief. You must give your visitors exactly what you promised in your AdWords ad. Don't ramble about other things. Mainly just talk about the benefits of the product and how it will solve your visitors problem.
2. A call to action must be on there. Be sure to use a text that would urge a visitor to act. An example would be "Click here to Download" or "Enter your first name and email address in order to receive my free report", etc. After your review has been seen they need to be sent quickly to the publisher's page to make a purchase. A call to action will allow your visitor to reach the next level.
3. Everyone likes uniqueness. Keep the look of your site unique. You don't want a visitor to ever get lost inside your site. Make it look all the same way. Use the exact layout, font, and colors on your landing page.
4. Don't look for and collect too much personal information, especially if you are giving something away for free. It's enough at first to have just their name and email address. This is to keep in contact with them in the future.

### **Beating The Minimum Bids**

Now that you know how to create a high converting landing page, it's time to bring some targeted traffic to your site. Once again relevancy is key to low cost clicks at AdWords. Your squeeze page does not need to have the best copy. And since that's the case, you can focus more on your density of keywords. The more densely populated the squeeze page is with keywords, but higher your Google quality score will be.

It's quite easy to beat your own minimum bid. Your landing or squeeze page have to be relevant, keyword dense, and targeted. Use the free tool to analyze the density of your landing page is:

<http://www.keyworddensity.com/>.

### **Why and How You Must Build Your Opt-In List**

The money is in the list. I'm sure you've heard that phrase somewhere before. It's true. You are leaving a lot of money on the table if you don't build a list. Be sure to build an opt-in list if you are promoting your product or an affiliate with someone else.

There are many auto responders on the Internet. Two biggest auto responders are [GetResponse](#) and [Aweber](#). I use [GetResponse](#) more than I do [Aweber](#) because it's a more user-friendly service than [Aweber](#). [GetResponse](#) is more

affordable but [Aweber](#) has load more features...whatever autoresponder you choose - You really need to get an autoresponder right now.

Please don't use free services, they aren't reliable and you are going to want to keep your list forever.

## **Content Network Vs Search Network**

You will be allowed to show your sponsored ads at Google search or Google's search partners. You are also allowed to show your ad to every site that is relevant with AdSense ads. You will be able to select to appear in both or just one. Don't both at the same time. If you do you won't have the chance to test the campaigns you've done and things might get a bit messy.

I try to always create two, one for content network, and the other for search network. Most people make a mistake and get lost.

Here are the advantages and disadvantages of each network:

- Search Network- Your ads have a higher CTR because the only time they are shown is when someone searches at Google or a partner site for your keywords. It's a much more focused, targeted option than the content network. It is a lot more expensive. When you look at what it costs you, you will find the search network clicks can cost \$.10 and content network clicks can cost \$.02.
- Content Network- Your clicks are lower cost, but less targeted than the search network. It's better, if your main concern is to build a list, to go with the content network. You can build huge opt-in lists at low cost if you choose this option. As a default, you must turn one off because both are activated. You can use this network to build huge opt-in lists at low cost, so that you can get in touch with your visitors in the future.

## Chapter 5 Monitoring Your AdSense Sites

### Monitoring your AdSense sites

You might ask just how do you monitor your sites to see which ones are working and which ones aren't? That's a great question and I am going to answer it. It's extremely important to know how much the sites from AdSense are bringing in. I need to know and you need to know if we are earning or losing money on the campaign.

One of the best things to do is to use tracking software of some type that will do the tracking for me. You will be able to use that information and modify them to help them to run higher.

Google's AdSense Channels is a good tracking tool. These channels provide a feature in the account area for all AdSense publishers. According to Google's Help Pages- If you use URL channels to track your performance without modifying your ad code, by entering a full or partial URL, you can begin to track the performance of particular pages in your site. You will be able to either enter a top-level domain name or enter a partial URL to keep track of all the pages in that directory.

Entering a full URL will allow you to keep track of the performance of the page you are looking at.

Channels help you track various niches' earnings very easily. The channels are not difficult to set up and very easy to use. Google does not allow users to set up more than 200 channels, unfortunately. That is to prevent anyone creating a channel for separate web pages. It also determines which single pages are the best performers.

A really, really important thing for you to do is to monitor and keep only those that are profitable sites. That way you will be able to see which ads are being clicked on and clicked on the most, which keywords trigger being brought to his sites, and which ones are being viewed. This will give you more information so you will be able to edit anything that needed changing and cause a higher conversion rate.

You should really compare the traffic cost with the AdSense earnings after waiting a week. The average will give you fair results and estimates of which niche is profitable for you. If it is, then just keep the site going without changes. But if there is a site that is not making any money for me, drop it and go to the next one.

## Expenses of Adwords Campaigns

To be honest with you, the expenses are not too large. You will mainly spend money on traffic. But the nice thing is the expense comes directly out of what you earn each month with AdSense. Web hosting is the only other expense. Time should be considered an investment, and if so, then yes, you've spent time on building the sites.

### **What to do when keywords are labeled inactive**

People tend to get stressed about the keywords being suddenly labelled inactive. The major reason keywords get labelled that way is because the ad didn't match anything the person wanted when they typed in the keyword. The problem can easily be fixed. Just organize your keywords into themes that have been narrowed down and test the different ads to match people's searches.

After you do this watch what people vote on. These are the keywords that actually sell. It's a foolproof method of getting an ad placed higher on the page. The lesson in this business is very clear- in the advertising world, your copy or choice of words, is king! I'm sure you would like to know what this has to do with AdWords. Well, let me tell you, it has plenty to do with it.

If you think about it, AdWords is set up very similar to direct mail. You will find that you actually pay less money for your click and more visitors will show up, if you can beat your existing ad. And the same thing happens once visitors get to your site. The better the copy on the website is, the more money you receive because you'll have more traffic.

All you have to do is change just one word and you will be able to change the CTR of your ads by 50%. Unbelievable? Well, actually it's not unusual or a fluke, it is normal. One word will make that much of a difference. My AdWords Toolkit Will show you an example of the reverse and the increase of response by 2000%.

### **The fastest, easiest way to test new ideas**

You know it can be frustrating when you develop a product and idea that nobody wants to buy. I've spent a lot of money doing so through out the years. It really is a waste of money, especially when you consider exactly how much money will be spent on other ideas.

You really shouldn't have to ever invest more than a few hundred dollars, or worst-case scenario, a few thousand, to pursue an idea, if you actually understand how to use Google AdWords. Here's a thought, let's say you have an

idea for a product. The product costs \$50,000 to develop, and it solves a nasty problem, so you are confident it will work and it's a good idea. What you need to do is to write a report, ebook, or paper on how to solve the problem. You would then create a page where people can opt-in and get your report in exchange for name and email address.

Then you buy keywords, send people to that page and see how many people you can get to opt in. That will give you a good idea of whether or not it is a profitable project. If no one opts-in or you can't find keywords that people are searching for, then you should move on to other projects so you don't lose anymore money.

On the other hand when people opt-in, then you can email them back or call them by phone and ask what they are actually looking for. If you have a good report, then people will be more than happy to talk to you and you can get a lot of input from people about what they are trying to solve.

It's impossible not to learn something new from doing this. You could validate what you were thinking and hoping for to solve a problem that people have and provide a product to take care of it.

After you test your concept with Google AdWords, remember you will not ever have to lost money again on a lousy product idea. You will have proof that if you need financial assistance and advice, there are people that are actually looking for what you will provide.

## Chapter 6 AdSense Arbitrage

Just what is Google AdWords Arbitrage? It basically means you are the middleman. You buy something for \$1 and sell it for \$2. That gives you a profit of \$1. If you sell thousands or millions of items, then you're in serious money. Your business can vanish overnight if there are changes though. The pay per click advertising on Google allows you to bid how much you'll pay for a click or lead from another source.

We now have to determine how much worth the visitor is to us even though we will never be able to convert everyone into a buyer. In the earlier example, making \$1 profit might now work as well if you have to pay \$.30 a click and only 1 out of 10 buys something. It would be zero profit. And in business that's not good.

Arbitrage is very risky. Here is another example. Let's say we have a landing page at 5% conversion rate. This means for every 100 people who end up on the page, 5 will click on the link that generates money for us. The other 95 people are wasted and we received no income with it. Now if we paid \$1.00 for each AdWords ad click and we earn \$10 commission for each person who registers or signs up for a program. That's not good business either. 100 visitors are going to cost us \$100, and only five will click through so that leaves us with earning \$50.

So we are \$50 in the hole after that \$100 campaign. This is really hard to get right you know? Even doubling the conversion rate on the landing page to 10%, we still only break even. The real danger we haven't even mentioned yet. You have figured out now how to make \$200 for each \$100 you spend because you have figured out how to earn \$20 a visitor, not \$10, and double your conversion, because you have promoted a new product. Suddenly though, Google jumps the campaign from \$1 a click to \$5 a click.

And you didn't notice it yet because of working or something going on. Instead of making all that money you had dreamt of, all of a sudden you are in the hole. What I've described is not a pretty scene, but that is exactly how things work with AdWords arbitrage. If you attempt to do it, good luck. It's called the "riskless profit."

AdSense and AdWords Arbitrage works like this:

Some company comes in and buys some cheap ads, using an account with Google AdWords, in order to bring people to their site. This site they write about things that are likely to bring in high paying ads. If someone reading clicks on a

cheap ad and then comes to their site, and leaves because of clicking on an expensive ad, the website owner will make money on the difference, minus Google's cut. Arbitrage most likely isn't the best way to make money from AdSense.

Let me list some risks involved that will eat your profits up:

1. People **get tired of clicking on ads** and once they've clicked doesn't necessarily mean they will keep clicking.
2. There will **never be 100% CTR** – if every visitor does not click on the high paying ad and exits, then you will become poorer by at least 5 cents.
3. It doesn't matter if you don't provide an **exit route**, they can always close the browser window, type another URL in the address book, or click on a bookmarked page.

And with all businesses without the cash of someone and in this case advertiser's cash, this market would die out. Google has developed a new way of bidding for AdWords. The advertiser can choose different prices for keywords depending on whether it appears in Google or another content site.

Google is coming closer into the same line with Yahoo! Yahoo has a similar pricing strategy. They have had it for quite some time. Advertisers can compare the effectiveness of the products with various mediums and vary the prices they are willing to bid on promotions.

An example might be that someone preferred to target a content site that was specific to the product they were selling, while other ones may wish to attract them in the research frame.

Google will soon make available a new content bidding mechanism that will be open to advertisers worldwide. The new service will not affect a tool that will target specific content sites. The new minimum bid for content now in the US is \$.01.

Google, after getting some resistance, has decided to bow to the pressure from advertisers to introduce a system to have separate bidding for content for Google AdWords. Advertisers will now have the ability to choose different prices depending on the keyword and whether they appear on the search engine or on other content sites.

The move brings Google into line with Yahoo! That has run a similar dual pricing strategy for some time. It allows advertisers to compare the effectiveness of

their promotions on the different mediums and vary the prices they are willing to bid accordingly. Some advertisers may want to target content sites to something they are selling while other may want to attract potential clients while they are researching.

Arbitrage is definitely frowned on by Google and you could receive a poor quality score for your site. You will end up paying huge prices for ads if that happens. Some have really good luck with it, but they don't buy from Google. It is ok to pay for AdWords advertising to bring more traffic to your site. I do it, at least when I'm testing things.

Once I've found a proven market I then start relying on things such as SEO and social news sites.

AdSense Arbitrage is a strategy that allows you to tap into another source of revenue. It also works along with the recommendations from AdSense regarding a smart pricing environment and improved per click values. But you use it at your own risk!

## Conclusion

I hope that in some way I have educated you on Google AdSense and Google AdWords. There is something for everyone if you are willing to put the research and time into it. One more time, **remember relevance is the key!** Without it, your product will go nowhere. One other thing, remember that content needs to be unique and good.

I have shared with you ways on how you can make money with Google AdSense. I have enjoyed educating you on the various aspects of this book. Take the knowledge you've been given, utilize it, and make it work for you. Enjoy!

Dylan Loh

[www.SecretGoogleTactics.com](http://www.SecretGoogleTactics.com)