

# "10 Powerful Secrets You Must Know In Order To Make Money With AdSense In 2007 !"



**From the Desk of: Roy Oron & Maayan Marzan.**

**Please Note:** We are happy to share our secrets with you, please know that you MAY share, or send this report (**as a complete report**) to anyone whom you think will benefit from it!!!

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Is your AdSense revenue lackluster?

Are you tired of trying to figure the secrets of more successful websites?

Earning money with AdSense does not have to be a guessing game, and anyone with the right information can easily achieve the following:

- How to start making money with AdSense even if you have never done it before.
- How to **triple** your current click-through if you already have any.
- **Multiply** your earnings.
- Make More Than **\$10,000** in one month, every month, with AdSense revenue!

### **The Secrets to Making More Money with AdSense**

Believe it or not, there are time-tested secrets to increasing your AdSense revenue. We can teach you how.

By learning and following our carefully researched strategies, you will learn what 98% of AdSense publishers will never know on how to create an enormously profitable online-business.

Sure, it may SEEM like you're the only one not meeting your financial goals online, but sadly, only 2% of online entrepreneurs will ever successfully implement the tools necessary to financial success.

## **You can be part of that 2% that are succeeding!!!**

### **Why You Need This Information**

As we've said already, 98% of online businesses are not maximizing their profit potential. While in many industries, "following the crowd" may be the best way to guarantee a profit, this is not so with online ventures.

You must **stand out** to make money.

Simply slapping up an ad is **no** guarantee of making money - just ask the 98% of online publishers who do...

Learning our strategies will ensure that you set your site apart from the crowd.

### **Who Needs This Information**

No one wants to come out and say it, but we will;

**anyone** who wants to build and maintain websites for the sole purpose of earning AdSense revenue can and will benefit from our tips. And face it, that's

why so many people **DO** maintain websites. Not only this form of business not uncommon, it's almost expected.

Are you not interested in maintaining websites simply for AdSense profits, but could still use some tips for improving your revenue? **We can still help.**

Anyone who wants to generate more traffic and AdSense revenues needs to understand trade secrets if they are to be successful.

Remember, while the internet is a wide-open frontier, standing out in the sea of online advertisers only gets more difficult with each passing day.

Learn how to stop visitors dead in their tracks and to earn more money.

### **What You Will Learn**

Whether your earnings are \$1, \$100, \$300, or \$500 a day, you CAN increase your revenue.

Even better, you can **TRIPLE** your earnings - but only if you know what to do. In this report, you will learn:

- Three things you must do to build a successful and profitable AdSense business.
- How to instantly give your click-through increase of 11% by using a simple, time-tested trick.
- Why you might actually be **LOSING** money every time someone clicks on your ad and how to avoid it.
- Tips to optimizing your position in the **SEO** game - and how links aren't the only answer.
- One AdSense feature that virtually **EVERYONE** uses, but **NO ONE** should. Are you wasting time and money on a feature you don't need?
- Even more tips to ensure that your AdSense business stops being part of the pack—and becomes a leader in one of the fastest growing industries in the world.

## **Why would you want to listen to us?**

We are in online marketing since early 2000 (7 years now). We are involved in many Internet ventures that make us a few millions every year.

In the past 2 years we've developed and revealed techniques that make our associates and us huge AdSense earnings every month. Here's a recent screenshot from one of the AdSense accounts we're managing:

	<u>Ch</u>		<u>Earnings</u>
			\$117,235.91
1, 2006	Gro		\$3,258.24
er 2, 2006	Gro		\$3,077.23
er 3, 2006	Gro		\$2,824.01
er 4, 2006	Gro		\$3,446.92
er 5, 2006	Gro		\$4,168.89
er 6, 2006	Gro		\$3,979.14
er 7, 2006	Gro		\$3,795.12
er 8, 2006	Gro		\$3,641.28
er 9, 2006	Gro		\$3,447.48
er 10, 2006	Gro		\$3,171.67
er 11, 2006	Gro		\$3,741.23
er 12, 2006	Gro		\$4,422.81
er 13, 2006	Gro		\$4,268.48

**Google does not allow us to show you this part.**

We helped many of our customers to make solid 5 figures a month, and a few make even more, and this is by using the exact same techniques we're about to reveal here. Here's a screenshot of one of our customer's account, which he agreed we'll publish on this report. This fellow already making more than \$10,000 a month:

Date	Earnings
Saturday, October 14, 2006	\$0.00
Sunday, October 15, 2006	\$0.75
Monday, October 16, 2006	\$6.96
Tuesday, October 17, 2006	\$11.45
Wednesday, October 18, 2006	\$16.19
Thursday, October 19, 2006	\$20.09
Friday, October 20, 2006	\$38.04
Saturday, October 21, 2006	\$40.09
Sunday, October 22, 2006	\$65.28
Monday, October 23, 2006	\$93.62
Tuesday, October 24, 2006	\$82.34
Wednesday, October 25, 2006	\$100.34
Thursday, October 26, 2006	\$110.71
Friday, October 27, 2006	\$117.58
Saturday, October 28, 2006	\$104.82
Sunday, October 29, 2006	\$145.42
Monday, October 30, 2006	\$220.89
Tuesday, October 31, 2006	\$254.26
Wednesday, November 1, 2006	\$218.73
Thursday, November 2, 2006	\$348.88
Friday, November 3, 2006	\$317.37

*An AdSense earnings report screenshot of one of our recent customers. Notice the growth of the income from day to day. This customer is already making more than \$10,000 a month.*

### Why AdSense is so easy and so powerful for you?

- A) It is a **residual** income, kind of "set it and forget it".
- B) It is very easy to build good websites for the sole purpose of AdSense revenue (as long as you treat this as a real business).
- C) You don't need to be a genius search engine optimization (SEO) expert in order for you to succeed with AdSense.
- D) It doesn't force the visitors on your website to take serious action in order for **you** to make money. **All they do** is naturally click on ads that might help them reach their goals and you make money from each click!

This is why we decided to focus on AdSense... **Especially for you!**

**So Let's Start....**

## Things You Have to Know Before We Start.

Before anyone can begin to understand the basics of increasing their earnings with AdSense, they must have a certain level of background knowledge.

Before we begin, make sure that you know how to do the following, and that you aren't fooled into buying this information from anyone touting it as a "secret" to success.

While the following fundamentals are key to success, they are not big secrets, so don't be fooled into paying for them. Do, however, take time to learn and implement them if you haven't already.

- Using large rectangle blocks for AdSense ads, borders, and outlines that are the same (or similar) color as your web page will avoid having your ad "stand out". In addition, sticking with the color blue is ALWAYS the best bet, as internet surfers are accustomed to clicking on blue-colored links. However, from our experience the below ads give us the best results.

[Ads by Google](#)

### **PREVAGE™ Anti-Aging**

Helps protect and restore skin. Free 1-week supply + a Free Gift.

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

### **Antiaging Antioxidant**

The most advanced antiaging, antioxidant supplement available.

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

### **Heart Attacks & Treatment**

Find Out How Medication May Impact Heart Health & Your Risk for Attack

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

- You don't have to write your own original content – Stop worry about duplicate content, done right you can use other people content, rank high in search engines and they will thank you for this!
- The **more** sites you have, the **BETTER**. Utilizing AdSense on only one website is fine, but isn't likely to garner much attention—or profit—unless you have an enormous amount of traffic. Put simply, the **more** sites you maintain, the better chances you have of realizing your financial goals.

Will these tips help you maximize your profitability through AdSense?  
**Absolutely!** Are they secrets? Absolutely not!

Remember, these are FUNDAMENTALS, not insider tips. Learning them will help you get started, but they will not separate you from the crowd, so don't spend your hard earned dollars just to have someone regurgitate the same information that your average webmaster already knows.

### **Tip #1: Forget About Perfect Markets.**

Looking for a "hot market" and then trying to get in on the action just makes sense, right? **Wrong.**

While some online markets are definitely more profitable than others, the key to success with AdSense is not through picking one high-quality market and sticking with it - it's about **quantity**.

Put simply, the more you diversify your online interests, the more money you are bound to make.

Does this mean that you shouldn't take time to do market research by checking Overture's search numbers, click costs, search engine competition, and affiliate programs?

No. Those are fundamental tools that you simply must use and master.

But understand that not all markets are as easy to conquer as others, and there is honestly no rhyme, no reason, and no market research that can determine which ones you'll have success with.

For example, one day you may be able to reach the top-ten in a super competitive market, and the next day you may find yourself barely entering Google's ratings. Even wide-open, non-competitive markets may be difficult to get a foothold in (rankings wise), making predicting success is difficult if not impossible.

That's why it's important for you to work in as many different markets as possible, instead of analyzing which one or two might work best for you.

Chances are, if you test out ten markets, at least two or three will be profitable. Do this every week, and odds are that you'll be making quite a profit in no time.

## Tip #2: Quantity Outweighs Quality

Unless you are extremely gifted at predicting the future, we suggest that you heed this secret. It is based on simple math. The more opportunities you are working with, the better you can expect the results to be.

We learned a long time ago that we cannot accurately guess which markets are going to be profitable and which are not.

Now do not misunderstand us. We do all the standard market research that we all need to do before choosing a market.

We would investigate Overture's search numbers and cost per clicks, we'd check on the competition, we'd make sure there were at least 2 or 3 reliable and solid affiliate programs associated with the particular market and so forth and so on. We were doing our homework.

But even after all the research, the investigating, there were some markets that we were simply not able to turn a profit in.

More often than not, we noticed that this failure had nothing to do with the competition that we faced in that market. In fact, there were some markets that were very competitive in which we achieved very high rankings. Then, for some reason, there were other markets that should have been a snap for us to profit in that did not pan out at all. There were times when we couldn't even make the top 10 for a single keyword!

So that's when we decided to employ a new methodology. It's simple: throw enough out there and something will hit the target.

And it works.

After using this rather simple method and seeing the results, we no longer care if a market appears to be a quality market or not. Our results proved to us, at least, that if we go into 10 markets, we can usually expect 2 or 3 of them to turn out to be profitable winners.

Once we understood that this method, while simple, returned good results, we continued to use it. We would put in another ten markets per week, and over time, by doing that, week after week, we eventually built a huge network of sites, in hundreds of different markets, all of them profitable.

Now, you can follow our suggestion and do what we have been doing or you can work yourself to death trying to find those few "perfect" markets, which, as far as we are concerned, actually change one week from the next.

Our method takes work. There is no way around that truism. But we have some tips on that for you as well.

### **Tip #3: This is business. It is not playtime.**

You might be surprised by the number of people who complain that they do not make any significant income from their AdSense campaigns. When we ask them how many markets they're in or how many domains they have, their answer is usually 10 or 15 markets, and only 1 or 2 domains per market.

Here is another truth that many people do not want to face head-on. You cannot make any money with AdSense unless you are in a lot of markets. And within those many markets, you must have many websites if you want to really penetrate your niche market and make the most profits from that market. In today's world, you need to have a lot of smaller sites.

So how can you do all of that?

Well, you cannot, unless you first address some important issues.

In order for you to accomplish all this work, you need three things:

- 1) Procedures
- 2) Achievable Goals
- 3) Help

**PROCEDURES:** As mentioned above, in order for you to maximize your profits and exposure, you must have a lot of websites working for you. With that being the case, you need to have some system of generating a lot of websites and be able to get those sites up and running in as quick a fashion as possible.

So how about an assembly line metaphor? Let's assume you want to get into 20 markets. One way to do this would be for you to do the keyword research for all 20 markets. Then purchase your domain names. Then setup your hosting accounts. And lastly build and upload your web pages.

Your procedure, in this case, allows you to work in a systematic, organized way which is much more efficient than attempting to build each site, one at a time, and one domain at a time.

**ACHIEVEABLE GOALS:** Anyone who is self-employed, either full time or part time, understands the importance of setting realistic goals and then achieving those goals. You need to set daily, weekly, and monthly goals to keep yourself on track and give yourself a clear picture of where you are and where you want to go.

Your goal list is your roadmap to success.

However, each goal that you set for yourself must be achievable. Do not set your goals so high that failure is almost assured. That sort of action will kill your self-confidence and cause you to lose faith in your work.

If you are just getting started out, you might set a monthly goal of 10 markets, with 3 domains per market.

Is that too much?

How about starting with 5 markets with 2 domains per market?

You would then set weekly and daily goals to ensure that you meet (and even exceed) the goals you set.

Without goals you can't keep score, and if you can't keep score you don't know if you're winning or losing in business, or in life, for that matter.

**HELP:** The last element that is vital to your success is help.

In order for all the work to get done, you will need to outsource as much as possible.

This is vital. You must understand why outsourcing is so important.

Your mission is to perform a task only until you know it well enough to teach someone else how to do it. The faster you can duplicate yourself, the faster you can expand your business as you focus on the most profitable actions that need to be taken. For this to work, you have to be management, not grunt.

Our entire page generation business is 100% outsourced. We have one person who selects my markets, another does the keyword research for those markets, and yet another who actually builds and manages all my pages.

This frees us up to concentrate on the markets that are truly profitable. It allows us the time and the mental space to think through our next move. That freedom to think would be greatly diminished if we had to spend the majority of our time doing work that others can do just as well, and, in some cases, better than us.

#### **Tip #4: Target your pages to Keyword Phrases**

Regardless of the markets that you are in, the vast majority of your traffic will come from the 3- to 5-word keyword *phrases* you select rather than from your 1- and 2-word "root keyword".

If you're going into the "Birthday Cards" market, you will get more traffic from keyword phrases like "Free Printable Birthday Cards" than from something like "Birthday Cards".

The secret for more traffic is to aim your website pages (title tags and content) to keyword phrases. To find the best keyword phrases you may use [www.WordTracker.com](http://www.WordTracker.com) or overture keyword suggestion tool here: <http://inventory.overture.com/d/searchinventory/suggestion/>

### **Tip #5: Use Relevant Content Related To the Theme**

There are a lot of places where you can borrow content and articles as long as you credit the writer with a link to his/her site. The best content is an original content, however building a huge network of sites writing articles yourself or outsource the writing tasks to other ghostwriters is time consuming and very expensive. We use other people articles, once combining more then one article on a page, make the page an original page.

Below you may find a list of article directories where you can borrow articles and content.

name	Category	PR
<a href="#">Articles Factory</a>	general	8
<a href="#">Articles Hub</a>	general	7
<a href="#">Search Guild</a>	general	7
<a href="#">Elib Articles</a>	shopping	6
<a href="#">ArticleWorld.net Free Articles</a>	general	6
<a href="#">Article Biz</a>	general	6
<a href="#">Article City</a>	general	6
<a href="#">Article dashboard</a>	general	6
<a href="#">Article Sender</a>	general	6
<a href="#">Best Ezines</a>	general	6
<a href="#">Bharatbhasha</a>	general	6
<a href="#">Buzzle</a>	general	6
<a href="#">Easy Articles</a>	general	6
<a href="#">eZine Articles.com</a>	general	6
<a href="#">eZine Plug</a>	general	6
<a href="#">Free Blog Articles</a>	general	6
<a href="#">Go Articles</a>	general	6
<a href="#">Hotlib Articles</a>	general	6
<a href="#">iSnare</a>	general	6
<a href="#">New List</a>	general	6
<a href="#">Health Guidance</a>	health-fitness	6
<a href="#">ArticleTrader</a>	general	5

<a href="#">Webmasters Cavern</a>	webmaster	5
<a href="#">ArticleDepot.net Free Articles</a>	general	5
<a href="#">Infonexus.org</a>	general	5
<a href="#">Free Business Articles</a>	business	5
<a href="#">Free SEO Articles</a>	seo	5
<a href="#">A1 Articles</a>	general	5
<a href="#">A1 Optimization</a>	general	5
<a href="#">Article99</a>	general	5
<a href="#">Article Alley</a>	general	5
<a href="#">Article Beach</a>	general	5
<a href="#">Article Blast</a>	general	5
<a href="#">Article Depot.co.uk</a>	general	5
<a href="#">Article Fever</a>	general	5
<a href="#">Article Garden</a>	general	5
<a href="#">Article Point</a>	general	5
<a href="#">Article Rich</a>	general	5
<a href="#">Website Content Articles</a>	general	5
<a href="#">Articles 911</a>	business	5
<a href="#">Article Sphere</a>	general	5
<a href="#">Article Trader</a>	general	5
<a href="#">Big Articles</a>	general	5
<a href="#">Http Articles</a>	general	5
<a href="#">Search Articles</a>	general	5
<a href="#">Search Warp</a>	general	5
<a href="#">Self SEO</a>	seo	5
<a href="#">Webmaster Articles</a>	webmaster	5
<a href="#">Webmasters Library</a>	webmaster	5
<a href="#">Website Content Articles</a>	general	5
<a href="#">Work On Internet</a>	webmaster	5
<a href="#">Wow Articles</a>	general	5
<a href="#">Article Hub.net</a>	general	5
<a href="#">Ace Articles</a>	computers	5
<a href="#">Articler</a>	general	5
<a href="#">ArticleQuery</a>	general	5
<a href="#">101 Articles</a>	general	4
<a href="#">Article Connection</a>	general	4
<a href="#">iReprint.info Free to Reprint Articles</a>	general	4
<a href="#">A1 Article Directory</a>	general	4
<a href="#">Featured Articles</a>	general	4
<a href="#">LABusinessJournal</a>	general	4
<a href="#">ArticleCat.com</a>	general	4
<a href="#">ArticlesAZ</a>	general	4
<a href="#">Article Blotter</a>	general	4
<a href="#">ArticleCube</a>	general	4
<a href="#">Article Master</a>	general	4

<a href="#">365 Articles</a>	general	4
<a href="#">Article University</a>	general	4
<a href="#">Amazines</a>	general	4
<a href="#">Answers about internet promo</a>	webmaster	4

### **Tip #6: Use Fewer Links**

This secret revolves around mathematical probability and common sense. If you have 25 links to other webpages on your page, and only 5 of those links are AdSense ads that pay you, chances are pretty good that you visitors will click on the links that do not pay you.

Having too many links that do not pay is even more damaging to your CTR than having too much content on the page.

Placing your AdSense ads at the top will help some, but you are still going to lose a lot of traffic by giving your visitors the option to click away via a link that doesn't pay.

So how can you deal with this challenge?

- 1) You can put the non profitable links at the bottom of the page
- 2) Each link should open in a new browser using the html target=" blank" tag

### **Tip #7: The Fewer Ads the Better**

When Google raised the ad block limit from one per page, to two, and then later to three, many marketers decided it would be a good idea to go ahead and max out the number of ad blocks on their pages.

That was not a good idea and many of these marketers have suffered from it.

It is important for you to remember that when you publish Google AdSense ads on your pages, Google is effectively syndicating their Adwords ads, which is a pay-per-click advertising network.

What that means is the ads at the top of the page are there because the advertisers for those ads are paying more (for the better placement) than the advertisers with ads at the bottom of the page.

What this means to you is if you max out the number of ad blocks on your page, you will go from having 4 ads to having 12 ads. This is assuming that you are using the large rectangle ad block. The math: 4 ads per ad block and 3 blocks equals 12 total ads.

At first glance you might consider this to be a good change, one that should be more profitable for you, right? After all, the more ads you have available the more chances you have of getting a click. Seems to make sense, doesn't it?

Actually, it is not a good thing for you because it can very easily and very quickly cut into your profits.

Why?

My tests in this matter have shown us that not only do we get fewer clicks the more ads we have on a page, but we also earn much less for every click that we do get.

we decided that this only makes sense.

If the top ad on your page pays you \$0.50 per click, there is a very good chance that the bottom 4 all pay less than \$0.15. In essence, by increasing the number of ads, you are trading higher-priced (higher paying) clicks for lower-priced (lower paying) clicks.

We tested several pages of my own and decided that 4 ads is usually the golden goose. However, this is not a hard and fast rule that must be observed at all times. Occasionally, a 2 ad block pulls the best combination of earning-per-click (EPC) and click-through-rate (CPC) which is exactly what you want.

My advice is if you're using more than one ad block on your page, test that same page with just a single block and careful keep track of the results. Odds are you will make more money by decreasing the ads.

### **Tip #8: Sell the Click...Carefully and Creatively**

Google policy strictly forbids you from writing out, "Click on the links below". They do that to protect the advertisers, and to keep things fair for each advertiser. However, if you can "suggest" that your visitors click on the links (without actually saying it in print), your CTR will be greatly increased.

Many people have tried many methods of doing just this thing. Some have tried using arrows and other graphics that point to their ads, in the hopes of pulling visitors in, but, be warned, Google seriously frowns upon this type of behavior.

What they don't mind, however, is if an image appears next to your ad block, and if that image just so happens to catch the eye, well...

More subtle, but still highly effective, is to have an unrelated image sitting next to your ads. For example, if your page is about a particular magazine, you may want to include a photo of the editor of that magazine next to the ads. The photo of this editor will naturally draw the eye toward it. At the same time, Google would

not mind this photo being there because it directly relates to the content of the ad.

Another way to “sell” the ad is to place the article below the ads and below the fold so that the visitor does not see immediately see it. Now this is highly aggressive and may cause trouble for you with Google, so use at your own discretion.

If you want to be less aggressive, make sure you include plenty of resources in the article below the ads. Keep in mind what we discussed earlier that the more content and links the lower your CTR will be. In this case, it is very good advice to test, test, test.

The last tip for this section is so simple and easy to use it is nearly insane. When you write your paragraph or two of content, make sure you end the last sentence of the last paragraph with an ellipse.

Like this ...

Generally speaking, when people begin reading something they want to finish it. By leaving them hanging with the ellipse, you are inviting them to click on the link to read the rest of the content. It makes it appear as if the article continues on one of the pages being linked to, and many times they will click on the link just to get to the rest of the content.

### **Tip #9: Avoid the "Advertise on this site" Program**

Sometimes what is good for someone else is not good for you. This is one of those occasions.

Google's newest enhancement to their AdSense program is the “Advertise on this site” program. We hate it, and we suggest you not use it.

Here's how it works:

By allowing "OnSite Advertiser Signup" on your sites, Google automatically posts a link at the top of all your ads. The premise is that a potential advertiser will visit your site, decide they want to advertise on your site, and click that Google link to signup.

On the surface it sounds like a good idea. But when we tested it, it cost us money to tune of a 9% drop across the board.

We're not sure what caused this but we do have my suspicions:

First, it was another link on my sites. As mentioned above, the more links you have, the less money you make. And in this case, the only way to be paid through this link is if someone actually fills out the form and signs up. That does not happen very often, if ever.

The second reason we feel this "enhancement" cost us money is that the ad itself makes my other ads look less like resources and more like ads. It's bad enough that Google still puts that unsightly and annoying "Ads by Goooooogle" line across the top of your ad block, but adding another "Advertise on this site" link right next to it really pushes it over the edge. People hate advertising when it is in their face. What do they do? They leave. Fast.

Third, very few advertisers, at least those who are serious, are going to be willing to agree to advertise on your site and your site alone. It is simply not good business to be tied to one site (even if that site belongs to you) and most people will not agree to that. We know we would never agree to participate in something like that, something that restrictive. We can't blame others for not wanting to do it either.

Most of the people we have talked to have also experienced a decline in earnings when the ad appeared on their sites. If you have it on your pages, you should consider dropping it.

"OnSite Advertiser Signup" is activated by default at Google. Unless you tell them you do NOT want to participate in the program, they will turn it on.

It is easy enough to check and to fix. Log in to your AdSense account and click on the "My Account" link. Scroll down to the bottom and look for the line that says: OnSite Advertiser Sign-Up. Make sure this says "You are not currently subscribed to Onsite Advertiser Sign-Up". If it doesn't say that, click the "Edit" button and unsubscribe.

Now, it may take a few days (perhaps longer) for the code to update across all of your pages, but eventually it will vanish, and hopefully your profits will increase.

### **Tip #10: Get Indexed in The Search Engines.**

The best way to get indexed and crawled by search engine bots is by getting links from other websites that are already indexed in the search engines. Then when the search engine bots will crawl the site that is pointing to your site it will notice the link to your site and after a few days will start crawling your site and pages.

There are a lot of ways to get links from other sites and I will mention a few

- 1) Link exchange with other websites that are on the same theme as your site (link exchange done wrong can get your site ban by search engines)
- 2) You can submit your sites to search engine friendly directories.

- 3) You can write articles and submit them to article directories
- 4) You can use companies that their expert is linking for example <http://www.text-link-ads.com/>

There are a lot of other ways to gain links to your sites, the above are very easy to use and implement. Of course you can outsource the link building tasks if you, as we do!

Links is one of the most important things to get to the top of the search engines, if done correctly.

### **Last Thoughts:**

The key to dramatically increasing your profits through AdSense is in the numbers. The only thing separating you from a \$20 a day profit and a \$200 a day profit is the numbers. If you do more of what you are already doing, the numbers will take care of the rest.

But be intelligent about it, too. Be smarter than the next person. Set up and then use your Procedures. Make that Goal List that we explored earlier and then achieve those goals, one at a time. Outsource when it is the smart thing to do. Never be afraid to ask for help.

This business is about volume. You should ask yourself as often as possible, "How many markets are you going into this month?" Your answer to that question, more than almost anything else, will determine your success.

Once you know how many markets you want to open in a given month, sit down and plan out each step that must be taken in order to make that goal happen.

Use the assembly line method we spoke of earlier. Do your work in batches rather than one site at a time. Find good people who can help you with keyword research, website design and maintenance, and other tasks.

Keep a close eye on your results from each site or page. When you notice something has changed, increase or decrease in profits, get in there and try to track down the problem. Testing is the key to success in this business, and it is not something that you only have to do one time and then forget about it. Testing your sites, testing your content, your keywords, your key phrases, all of that is crucial to you staying on top.

### **IMPORTANT THINGS TO KEEP IN MIND:**

There are many tips and tricks that you can use to improve your profitability with AdSense, but it is never a good idea to get too far away from the basics either.

For that reason, we have included here some of the more general aspects of using AdSense in order to maximizing its overall effectiveness.

### **When your content changes, so do your ads.**

The technology behind Google AdSense goes beyond simple keyword or category matching. In essence, they try to understand your content and deliver ads that are relevant to specific pages, automatically, no matter how many thousands of pages your site may have, or how specialized or broad your content. With that being the case, as your content changes, Google's ads change to match.

What that means to you is that if you go changing your content too much; do not be surprised if the ads change as well.

And while many people complain about Google, they do offer some very useful safeguards which you may want to explore.

- Competitive ad filters. You can block competitive ads, or other ads you want to keep off your site, simply by telling them which URLs to block.
- Ad Review. Before ads appear on your site, they're reviewed using a combination of human and automated processes. The review process takes into account a variety of factors, including the quality of the ad and whether it's suitable for all audiences.
- Sensitive content filters. At times, certain ads may be inappropriate for some pages. For example, Google automatically filters out ads that would be inappropriate on a news page about a catastrophic event.
- Choose your own default ads. In the unlikely event that Google is unable to serve targeted ads on your page, they offer you the option of displaying a default ad of your choice. This ensures that your advertising space is always being used as effectively as possible.

### **Customize ads to complement your site.**

Google offers you a lot of choices when it comes to design. While it is better to stick with the more traditional look, you can, if you wish to experiment or test, choose something else. They offer over 200 colors and 24 pre-set color palettes—you can create and save your own custom palettes using a simple point-and-click color selection tool.

One thing you simply must do is track your earnings with online reports.

You can monitor your ad performance with customizable online reports that offer details like the number of page impressions, clicks and click-through rate.

You can track the performance of specific ad formats, colors, and pages, which can help you, identify trends quickly. These reporting tools let you group your pages however you want, so you can gain insight into your earnings by viewing results by URL, domain, ad type, category and more.

### **Track your results online.**

You can track the number of queries, clicks, click-through-rate—as well as your AdSense earnings—via a web-based account which you can easily update at any time.

As we said, this may not be for everyone, but for many marketers, this is a good option to look into. It offers a lot of perks.

We hope this guide has been useful to you. The only way that it will **really** be useful, however, is if you use the information contained within.

Now, please understand that some of the techniques that we have included in this guide may be too aggressive for you. Using them may make you nervous. If that is the case, you should avoid using them or try to modify them in such a way that you can sleep at night. There is nothing worse than being nervous over a business matter or a matter of conscious.

It is your job to maximize your site and to make it profitable, but do that within your own comfort zone.

We wish you all the best of luck.

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