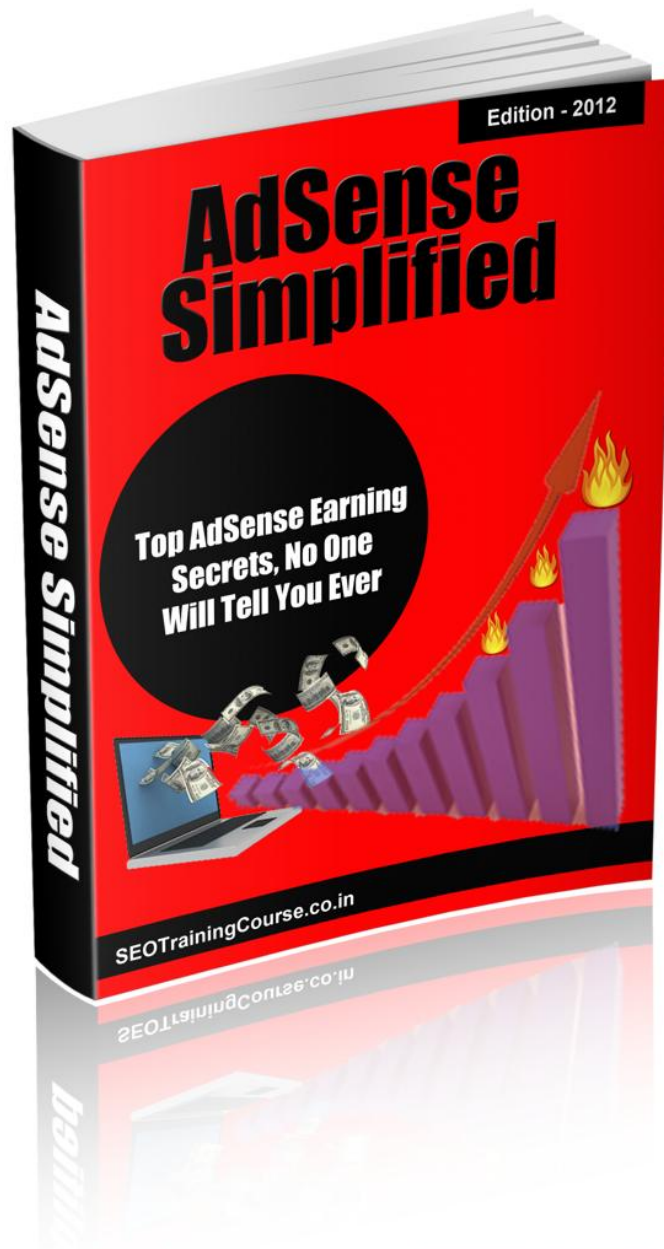


# AdSense Simplified



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## Introduction to AdSense

Google AdSense undoubtedly is one of the best & easiest money making opportunity on internet. Though there are other money making programs as well but no other option matches the simplicity of AdSense.

No target, no sale or no need for any technical knowledge, simply run the ads on your website or blog & earn from each and every click your site visitors generate on the AdSense ads.

Even in that sense, there are people who don't have idea of making money from AdSense. But yes, the information I am going to share here is not limited to the people who does not have idea of AdSense but this is one of my best AdSense secret recipe which is very useful even for an advanced internet marketer.

Although I tried to explain everything in a very simple way so that you can understand every bit of course & start working on AdSense from day 1 but even if there is something you are not able to understand, you can shoot me an email so that I can help you out.

## What is Google AdSense?

Google AdSense is a program run by Google which is a free & simple way for website or blog owners of all sizes to earn money by displaying targeted Google ads on their websites.

Let's see some examples of Google AdSense ads.

Example of Health Sites-

URL - <http://chinesefood.about.com/library/weekly/aa011400a.htm>

Check the screenshot from the above link of **About.com** website -

About.com > Food & Drink > Chinese Food

Advertisement: [Natural Weight Management](#) Tips for Healthy Weight Loss and Control. Get Free Consultation! [Weight Loss Diet Chart](#) It's time to Get Summer Fit we're telling you how! [Green Tea](#) Choose your Green Tea Now Register Now & Get Rs 250 Off! [ICICI Lombard Insurance™](#) Get Unmatched Insurance Deals for Health, Motor & Travel. Apply Now! [AdChoices](#)

**About.com Chinese Food**

Chinese Food | Easy Recipes | Classic Chinese Recipes | Chinese New Year

See More About: [green tea health benefits](#) [caffeine in tea](#) [chinese beverages](#) [anti-oxidants](#) [camilla sinensis](#)

### The Miracle of Green Tea

"Better to be deprived of food for three days, than tea for one." (Ancient Chinese Proverb)

Is any other food or drink reported to have as many health benefits as green tea? The Chinese have known about the medicinal benefits of green tea for centuries, using it to treat everything from headaches to depression. In her book *Green Tea: The Natural Secret for a Healthier Life*, Nadine Taylor states that green tea has been used as a medicine in China for at least 4,000 years.

Today, scientific research in both Asia and the west is providing hard evidence for the health benefits long associated with drinking green tea. For example, in 1994 the Journal of the National Cancer Institute published the results of an epidemiological study indicating that drinking green tea reduced

**AdSense Ads on About.com**

**More of this Feature**

- [The Health Benefits of Drinking Green Tea](#)

**Featured Recipes**

- [Green Tea Cakes](#)
- [Shrimp with Green Tea Leaves](#)
- [Tea Eggs \(made with Black Tea\)](#)

**Related Resources**

- [Chinese Tea History](#)
- [Finger Tapping](#)
- [Bubble Tea Recipe](#)

Free Chinese Food Newsletter! Enter email address  Discuss in my forum

Advertisement

CUSTOM SMILE MAKEOVERS

CALL: 022 4356 1007 dentzz.com

**MyATC.in**

Example of Insurance Sites –

URL- [http://www.moneycontrol.com/news/insurance/budget-expectations-four-things-that-insurance-sector-wantsbudget\\_677625.html](http://www.moneycontrol.com/news/insurance/budget-expectations-four-things-that-insurance-sector-wantsbudget_677625.html)

URL - [http://articles.economictimes.indiatimes.com/2008-01-17/news/27708670\\_1\\_insurance-plans-parent-insurance-policies](http://articles.economictimes.indiatimes.com/2008-01-17/news/27708670_1_insurance-plans-parent-insurance-policies)

Check the screenshot from the above link of IndiaTimes.com website-



Example of Car Sites-

URL - <http://www.indiamarks.com/guide/Top-10-Small-Cars-in-India-Under-5-Lakhs/2126/>

URL - <http://www.gaadi.com/cars/Best-diesel-car-in-india-within-5-lakhs>

Check the screenshot from the above link of Gaadi.com website



The screenshot shows the Gaadi.com website interface. At the top, there's a header with the Gaadi.com logo and a banner for the Scorpio EX car. Below the header is a navigation menu with links like 'New Cars', 'Used Cars', 'Sell Car', etc. A search bar is present on the right. The main content area displays search results for 'Best diesel car in india within 5 lakhs'. A red circle highlights an AdSense ad overlay that reads: 'Adense Ads on Gaadi.com A site about cars & bikes'. To the right of the ad, there's a sidebar with 'BIKES' section showing motorcycle listings like 'Bajaj' and 'Harley Davidson XR 1200X'. Further right, there's a 'MyATC.in' survey pop-up and a 'safecount.net' ad. At the bottom right, there are 'Ads by Google' for Ford Figo and Best New Cars.

Example of Mobiles sites

[http://www.fonearena.com/nokia-5130-xpressmusic\\_726.html](http://www.fonearena.com/nokia-5130-xpressmusic_726.html)

Check the screenshot from the above link of FoneArena.com website

The screenshot shows the FoneArena website, a mobile review site. At the top, there's a navigation bar with links like HOME, ABOUT US, ADVERTISE, NEWSLETTER, and CONTACT US. Below this is a banner for Samsung products with the text 'Best experienced on Samsung Galaxy Smartphones & Tablets!'. A green arrow points to this banner. Below the banner, there are links for 'Nokia Phone', 'Nokia Review', 'Lumia Nokia', and 'Nokia 5230'. Another green arrow points to the 'Nokia 5130 XpressMusic' review. A red box highlights the text 'AdSense Ads on FoneArena.com A mobile review site'. A third green arrow points to a 'JABONG.COM WOMEN'S SPORTS SHOES' advertisement on the right side of the page. The page also features a sidebar with a menu, a subscribe form, and a list of brands.

Now just look at the ads indicated by green arrows on all these sites, you will find that when you see a health site, you will see AdSense ads related to the health.

When you see an insurance site, you will see AdSense ads related to insurance.

And when you see a site related to cars, you will see AdSense ads related to cars.

It means these ads are targeted ads.

If someone is reading the article on acne, he will not be interested in insurance, electronic gadgets or holiday type of ads. He will be more interested to read about acne treatment, beauty tips and more similar topics.

## So how does it work?

---

When Google places the AdSense ads on your sites on different pages, he can actually read the contents on your pages and according to the topic of your title & and content, he will serve the ads.

E.g. if you have a website on sports, most of the ads on your sites will be sports related only. If you have got a site on iPhone, Google will serve the ads related to mobiles, accessories or everything related to mobile in some way or other.

## Where people advertise on Google to place ads on my site?

---

People advertise on Google through [Google AdWords](#). Google earns most of its revenue from Google AdWords. Google AdWords is an advertising program where advertisers and business owners can advertise their products or services on Google.

These advertisers have choice to place the same ads on hundreds of thousands of AdSense publisher's sites or blogs (like yours) through Google AdWords.

## How people pay for their ads on Google?

---

Google places the ads on its site Google.com and thousands of other publisher sites which matches with the keywords of the advertisers

Lets' say there is an advertiser who wants to create ads on Google AdWords. He wants to sell blackberry tablets so he created some ads with keywords like blackberry tablets, cheap tablets, best android tablets etc.

Along with Google.com, he wants to advertise on its partner sites so Google will check all publisher's sites and will place his ads only on websites & blogs which writes about mobiles, tablets, laptops etc.

But displaying ads on Google.com or any publisher site does not cost the advertiser. Google charges advertiser when someone click the ads. Advertiser will pay Google for each and every click his ads receive either on Google.com or any publisher site.

## How much Google charges for every click?

---

It depends on the keyword competition. If there are very less competition for any product or service, people can advertise for as low as 5 cents a click. But there are so many keywords, where people bid as high as \$100 a click. There are so many keywords and products in between this range.

## **So how do I make money from Google AdSense?**

---

You can place these ads on your website or blog and when the visitor of your site clicks on these AdSense ads, you will make money. Google share up to 60% of the revenue with us that he receives from the advertiser.

And because Google charges between 5 cents to \$100 a click depending on the keywords, you will make money between 3 cents to \$60 as per the niche (topic) of your site.

## **Why people click on ads?**

---

(In fact many people say “hey, I never clicked any ads”)

Yes, very true, many people ignore clicking on ads. But just go through many of AdSense sites, you will find that most of AdSense ads does not look like ads.

And yes, not every person who visits your site will click on your ads but only few of them. You will find that only 5% to 10% of the people who visit your site will click on your AdSense ads. And you will make money from those clicks only.

## **What are the benefits to the advertisers? Why they pay?**

---

Just to sell their products or services. People buy things like never before. Advertisers pay for selling their products or services. Advertisers make more money by selling their products or services than spending on advertisement.

There are multiple benefits to the advertiser –

- ✓ People visit their site and they make money.
- ✓ They sign up for their newsletter and they become potential future buyers.
- ✓ They make the brand of their product. After visiting the same brand from 2-3 different places, there are more chances of buying.

Let's take an example –

An advertiser wants to sell its product. He makes a profit of \$20 on every product he sells. Now he advertises on Google and pays 50 cents for each click. Let's assume he makes 1 sale for every 20 clicks.

His Ad Expenses -  $\$0.5 \times 20 \text{ click} = \$10$

His profit -  $\$20 - \$10 = \$10$

Yes, he makes \$10 every sale even if he sells his product @ 20 clicks.

### **So what is the potential of earnings here?**

---

There was never such a big potential of earnings through Google AdSense. Back in 2000, it was very hard to create a website or blog and only web designer could create some good sites. Not only was this, bringing traffic to the site, equally hard.

But now, you can create blogs very easily and many of the features come with search engine optimization (SEO). We will learn about SEO, its role in AdSense sites & some exact methods of SEO, you can do easily without any difficulty.

With small research, you will get to know there are hundreds or thousands of keywords in India & worldwide, you can rank for with my secrets keyword & SEO recipe.

By creating 5-10 or more small sites for these keywords, you can make very decent money from Google AdSense. Earning \$200 to \$500 a month will become easy with this simple strategy.

Just check here some people's earning

Amit Agarwal from Agra is making **few crores every year**

Amit Bhwani from Hyderabad is making **10+ lacs every month**

And many other similar success stories published in **Economics Times**. Just [click here](#) for the link & read all 3 pages on Economic Times ePaper.

Just check here the list of the people making money from AdSense along with their income report in their own words-

**Harsh Agarwal** from Gurgaon is making 6 figure income every month.

Check his monthly income report-

<http://www.shoutmeloud.com/shoutmeloud-monthly-income-report-march-2011.html>

**Check these 2 blogs** which writes about AdSense earnings of other bloggers-

<http://www.monthlyincomereport.com/january-2012-monthly-income-reports/>

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

**AdSenseFlippers.com** Income report February 2012-

URL - <http://adsenseflippers.com/all-posts/income-report-february-2012>

AdSense earnings - \$2,750

Total earnings - \$12,749

**DailyBlogMoney.com** income report January 2012-

URL - <http://www.dailyblogmoney.com/my-december-2011-blog-income-report>

Google AdSense - \$990

Total Earnings - \$2000+

**FresherJobs4U.com** income report August 2011-

URL - <http://fresherjobs4us.com/2012/01/my-monthly-report-%E2%80%93-december-2011/>

AdSense earnings - \$1700+

Total earnings - \$35,000

**OnlineIncomeLab.com** income report February 2012-

URL - <http://onlineincomelab.com/february-2012-income-report/>

AdSense earnings - \$1300+

Total earnings - \$10,000



**SmartProBlog.com** income report February 2012-

URL - <http://smartproblog.com/monthly-income-report-february-2012/>

AdSense earnings - \$1300+

**TheFinancialBlogger.com** income report February 2012-

URL - <http://www.thefinancialblogger.com/february-2012-blog-income-report/>

AdSense earnings - \$2500+

Total earnings - \$10,000+

So you can see how people are making big money from AdSense. These were their latest income report when this course was designed. You can check their latest income on their blog itself.

You will find thousands of people who are making money from AdSense silently and they don't reveal their money. You too can make very decent money from AdSense in part time or full time and all you have to is just be focused & keep patience.

My exact AdSense strategy will make your life simpler and you will start making money, you will never think of. So how can you achieve that?

Just continue with the course....

## Requirements to Earn from AdSense

What you need for Google AdSense?

1. A blog or a website
2. Contents
3. Traffic
4. Google AdSense account

### A blog or a website

If internet has changed something dramatically in the last decade, then it's the simplicity of creating the website. There are number of ways, you can create your website online. Here we will learn about the easiest method and that is blogging.

Just like you create a notepad or word file and save it, you can create a blog website. Just write & click publish button and your site will be available immediately to access on internet.

## Contents

There are billions of websites on internet but one thing is very common to all these sites and that is content. There can't be any site without any content. There can't be any visitor without any contents. So if you want to create a website, you need contents.

AdSense works best on sites with good contents and users will be attracted to visit your site again only if you provide with good contents. All the time, you try any online opportunity, you will find people say "Content is King" again and again.

No one buys magazine or newspaper for ads, no one wants to watch the ads on TV but people watch it because they want to read the good contents or watch a good TV program. They can't ignore ads there. Similarly, nobody wants to visit your site for ads but visitors come to your site, because he finds your content interesting.

They will come to your site again and again if you provide them with good contents all the time. Unlike newspaper, magazine or TV shows, each successful article you create for your blog, can give you lifelong income. Yes, that is very true and that we will see how.

So how can you write contents??

We will see some of the different way of creating contents in a very simple way.

## Traffic

Just imagine, you have created a good website, writing good contents but there is no visitor on the site. Everything is useless without any traffic. There are hundreds of ways to get the traffic on your website but the biggest way is from search engine



and we will discuss how easily you can rank your sites in search engines and get the traffic.

## **Google AdSense Account**

You will not make any money from Google AdSense until you have an approved account from AdSense. This is one of the difficult task and AdSense does not approve the sites easily.

It's always good to apply for AdSense account after 1 month of creating your first article on your blog. Although, Google say, it takes 6 months for new domains to take the approval but there are many AdSense publishers who get the approval in just 1-2 months by creating a good quality blog.

We will see different methods of getting approval so that you can get approval very fast.

## **Outsource everything. You just focus on making money.**

Don't have time to write articles for your blog – there are people who can do this.

Don't have time to setup a blog – there are people who can do this.

Don't have time to market your blog – there are people who can do this.

Any other thing – you will find people who can do everything and @ cheapest rates.

People who make real money does not waste their times in doing the labor type of work, instead they spend the time in creativity. They spend most of their times to think how they can multiply their income. And that is a real internet marketer.

## **Different Ways of Creating Blogs or Websites**

To start with Google AdSense, you need a blog. The first step to this is buying a domain name and hosting. Although there are number of options of creating a blog but my recommendation is to go for your own hosting. There are many limitations for free hosting and you are always treated as a guest on free website.

Before we start to talk about paid domain and hosting, we will see all the free options as well for creating a blog & earning from AdSense.

## **Blogger.com**

Blogger.com is a free service by Google where you can create your free blog. As the service is by Google, you can directly apply for AdSense and place AdSense ads on your blog from your blogger account itself. Learn more about this from [blogger's tour](#). Check this YouTube video to learn how easy is to create a blog on Blogger.com. Check this video here [Youtu.be/k5Q5kmTGeqY](https://youtu.be/k5Q5kmTGeqY).

Once you create a blogger blog, make yourself familiar with different features and check how it changes your blog by applying some settings. It's FREE and it's your, so don't hesitate to do some R&D. Yes, you can even create one trial blog first and once you become confident, create another blogger.com blog for AdSense.

There are many places where you can create a free website or blog like Blogger.com, but you can't use many of them for AdSense. Beside this, Blogger blog is very user friendly and being a Google product, your contents will get more love. Once your blogger blog is ready to publish the contents, you are ready for the next step i.e. writing article on blogs.

## **AdSense Revenue Sharing Websites**

A revenue sharing website is something where you can create a site, write contents, promote it and share the money generated through your contents. There are hundreds of revenue sharing sites like HubPages, Squidoo etc. where you can create a free account and start writing on this.

But what makes HubPages or Squidoo or any other site different then blogger.com. The main difference is that all the contents written on such sites gets very high authority in search engines and they rank well as the contents gets matured. In blogger.com, your blog will be a separate blog and if your blog is poorly ranked, its contents will not rank high.

The other difference is that all the settings are ready in revenue sharing sites and you just have to write contents once your account is created. In other terms, you can say, there is very limited control on the setting and look and feel of these sites.

There are so many people who are making full time money through Google AdSense and other earning programs just by writing on these sites like HubPages.com, Squidoo.com etc. Here are the top **5 revenue sharing sites**, you can start earning with -

- ❖ [Hubpages](#)
- ❖ [Squidoo](#)
- ❖ [WebAnswers](#)
- ❖ [Infobarrel](#)
- ❖ [Xomba](#)

Not only AdSense, they will also share revenue generated through affiliate marketing sites Clickbank, Amazon, eBay etc. Here is one of the best article on how to make money from HubPages. Just check, read and understand this.

Although both blogger.com and revenue sharing sites are good to start with bit both have limited scope in terms of writing, designing and many other things you want to do. Because its free, you are always treated like a guest there.

There are many constraints, and you can't use full potential of your writing. And that is where majority of people don't like such freeware. They go for their own paid hosting with their own domain like www.YourName.com. And by using free blogging software like WordPress, you can create a killer blog.

### **AdSense Earnings with WordPress.org Blog**

I can bet there will be thousands of people like me who can say "I am in Love with WordPress" or "WordPress is my second wife". After all WordPress has changed the lives of millions of people and they work day and night with this. *Such people are known as either blogger or internet marketer.* It may take some time to understand how to create a WordPress blog and how to make money with Google AdSense and

other programs using WordPress but once you know WordPress, you will sing the same song like thousands of people and off course like me.

## So what is WordPress?

---

Wikipedia explains – “WordPress is a free and open source blogging tool and content management system (CMS) powered by PHP and MySQL. It has many features including a plug-in architecture and a template system. WordPress is used by over 14.7% of Alexa Internet’s “top 1 million” websites and as of August 2011 powers 22% of all new websites. WordPress is currently the most popular CMS in use on the Internet.”

But in a very simple language – If you have your own domain and hosting (purchased from a hosting service provider) like GoDaddy, HostGator etc., you can install the WordPress software on your hosting and start a WordPress blog. Then you have complete freedom to design your website as you want.

You are free to add as many free Apps or plugins as you like in your blog to function your blog as per your wish. Thousands of themes and plugins are available to change the layout, design, settings and the functioning of your blog.

## So Let’s Enter the World of Creating AdSense Ready Sites using WordPress

The first thing you need in creating a WordPress blog is a domain and hosting. The domain represents both the web address of your website and the name your site visitors will use to refer to your website. E.g. **Google.com, Rediff.com, eBay.in, IncredibleIndia.org** all represents domain.

Hosting is like renting an office. If you want to publish your content and want the world to view your page, your contents must be stored on a server. It may be free where you will have limited functionality or you may pay some amount for this and enjoy all the benefits and freedom to use your hosting.

But even before you buy your domain and hosting, you need to know what the topic of your website will be? You need to know the niche you are going to create your website with. So all this can be achieved with **keyword research**.

It means the first step even before you want to create a WordPress blog for AdSense is keyword research. Your keyword research will tell you what will be the name of your website and what will be the contents you are going to put on your website.

A brilliant keyword research can reduce your workload to half and give you far better results. So spend most of your time on keyword research.

## Keyword Research

Keyword research is one of the most crucial aspects of a successful search engine ranking when creating an AdSense website. Proper keyword research and selection helps establish an effective foundation for most of your online marketing efforts. The keywords you choose will power your search engine optimization, link building campaigns, press releases and more. Before you begin any of these marketing efforts you must have already determined what core terms your site will be built upon and what keywords will fuel your online marketing efforts.

You have to find the keywords with the **lowest competition and higher search volume**. Here we are going to research our keywords based on a particular niche. Now what do I mean by niche here.

A **niche** is the very specialized category of a general category. Like electronics gadgets is a very generalized category, the mobile is one of the category in electronics gadget. There will be so many companies like Samsung Mobiles, Nokia Mobiles, iPhones etc and they are more specialized categories.

You can further sub-categorized Samsung mobiles with the different models like Samsung Galaxy S2, Samsung galaxy notes etc. Now all the models of Samsung mobiles can be treated as a separate niche. So creating a blog based on a particular niche is something we are going to discuss here.

## Keyword Research using Google AdWords Keywords Tool

Google AdWords keyword (GAKW) tool is one of the best tools available to find the best keywords for your website. Google AdWords Keywords Tool (GAKW) tool is offered by Google and it's absolutely free. You can find this tool at <https://adwords.google.com/select/KeywordToolExternal>.

If you want to use the full potential of this tool, you must sign up the Google AdWords and use the tool when you are logged in.

To Signup with AdWords – Visit <http://adwords.google.com>



**On the next page-**

Create Google Account   Set time zone and currency   Verify account

## Create Google Account

Hello, and welcome to Google AdWords. We're glad to have you on board! We need just a few details from you in order to set up your account.

To begin creating your AdWords account, choose the user name and password you'd like to use with AdWords.

Which best describes you?

- ☐ I have an email address and password I already use with Google services like AdSense, Gmail, Orkut, or iGoogle.
- ☐ I do not use these other services.

Click here if you use Gmail, orkut to signup with that email address & password

Would you like to have a single account for all Google services?

You can use your existing Google account email address and password for AdWords as well. Or you can choose new ones just for AdWords.

- ☒ I'd like to use my existing Google account for AdWords.
- ☐ I'd like to choose a new login name and password just for AdWords.

Click on this & sign in with your existing Gmail account for fast signup

Sign in to AdWords with the existing email address and password that you use to access other Google services.

**MyATC.in**

Google Account

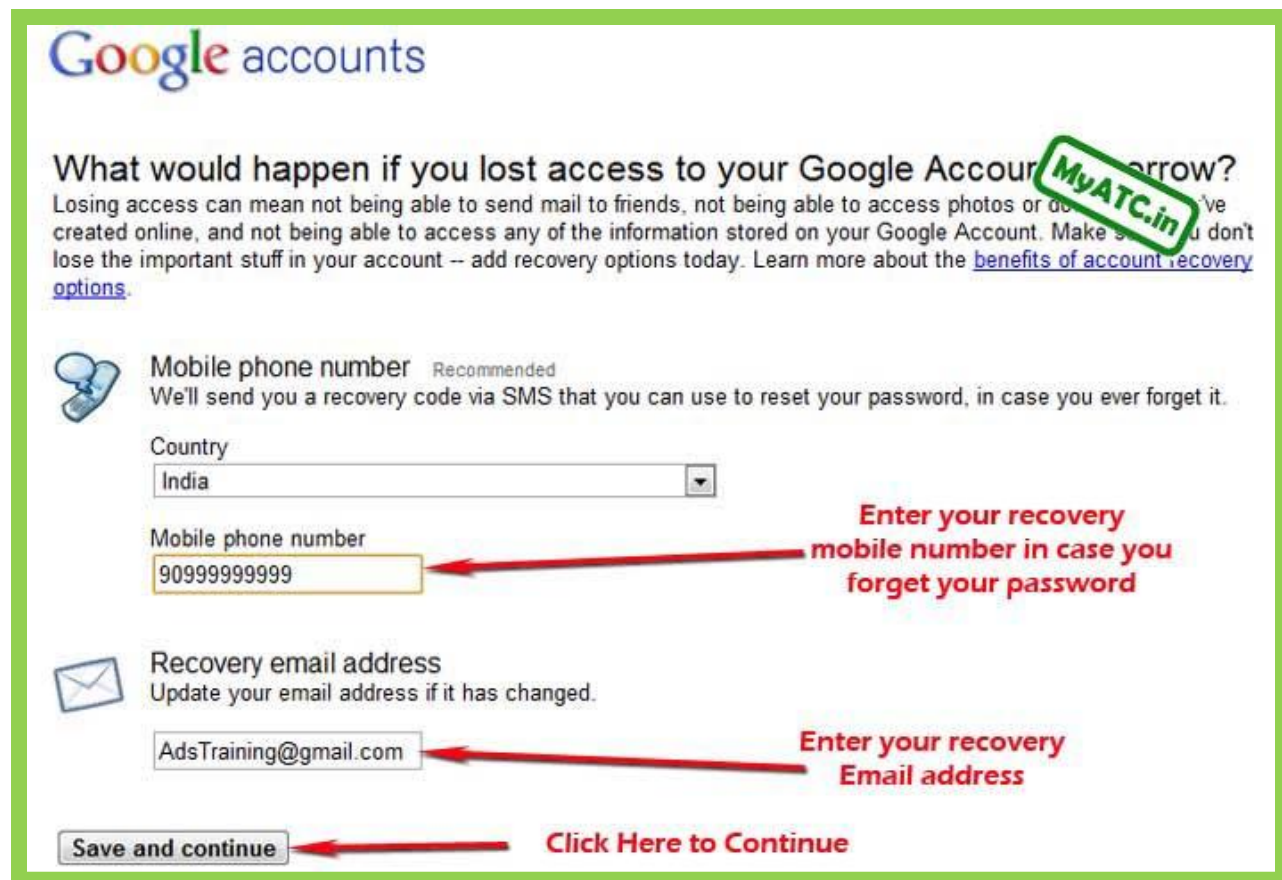
Email:   
ex: pat@example.com

Password:

☐ Stay signed in

[Can't access your account?](#)

On the next page just enter your recovery mobile number & email address (in case you forget your password, Google sends on mobile & alternate email address) & then click 'Save & Continue' and you are done.



The image shows the Google Accounts recovery page. At the top, the Google logo is followed by the word 'accounts'. Below this, a heading asks 'What would happen if you lost access to your Google Account tomorrow?'. A green stamp with the text 'MyATC.in' is placed over the heading. The text below the heading explains the consequences of losing access and provides a link to 'benefits of account recovery options'. The page has two main sections: 'Mobile phone number' and 'Recovery email address'. The 'Mobile phone number' section is marked 'Recommended' and includes a country dropdown menu set to 'India' and a text input field containing '9099999999'. A red arrow points from the text 'Enter your recovery mobile number in case you forget your password' to the phone number input field. The 'Recovery email address' section includes an email input field containing 'AdsTraining@gmail.com'. A red arrow points from the text 'Enter your recovery Email address' to this field. At the bottom, there is a 'Save and continue' button. A red arrow points from the text 'Click Here to Continue' to this button.

Google accounts

What would happen if you lost access to your Google Account tomorrow?

Losing access can mean not being able to send mail to friends, not being able to access photos or documents you've created online, and not being able to access any of the information stored on your Google Account. Make sure you don't lose the important stuff in your account -- add recovery options today. Learn more about the [benefits of account recovery options](#).

**Mobile phone number** Recommended

We'll send you a recovery code via SMS that you can use to reset your password, in case you ever forget it.

Country

India

Mobile phone number

9099999999

**Enter your recovery mobile number in case you forget your password**

**Recovery email address**

Update your email address if it has changed.

AdsTraining@gmail.com

**Enter your recovery Email address**

**Save and continue**

**Click Here to Continue**

Before starting the research, just understand what Google Keyword tool can tell you about a particular keyword and what are the different options available on the page of the GAKW tool. Let's take the example of 'Samsung Galaxy S2' to understand Google keyword tool.

The GAKW tool will tell you the following details –

1. How many people are searching on Google by using 'Samsung Galaxy S2' in their keyword? People may search like 'Buy Samsung Galaxy S2' or 'Samsung Galaxy S2 review' etc. All the search count is considered.
2. How many people are searching using the exact keyword 'Samsung Galaxy S2'?
3. How many people are searching keyword 'Samsung Galaxy S2' from India, US or from any specific country.

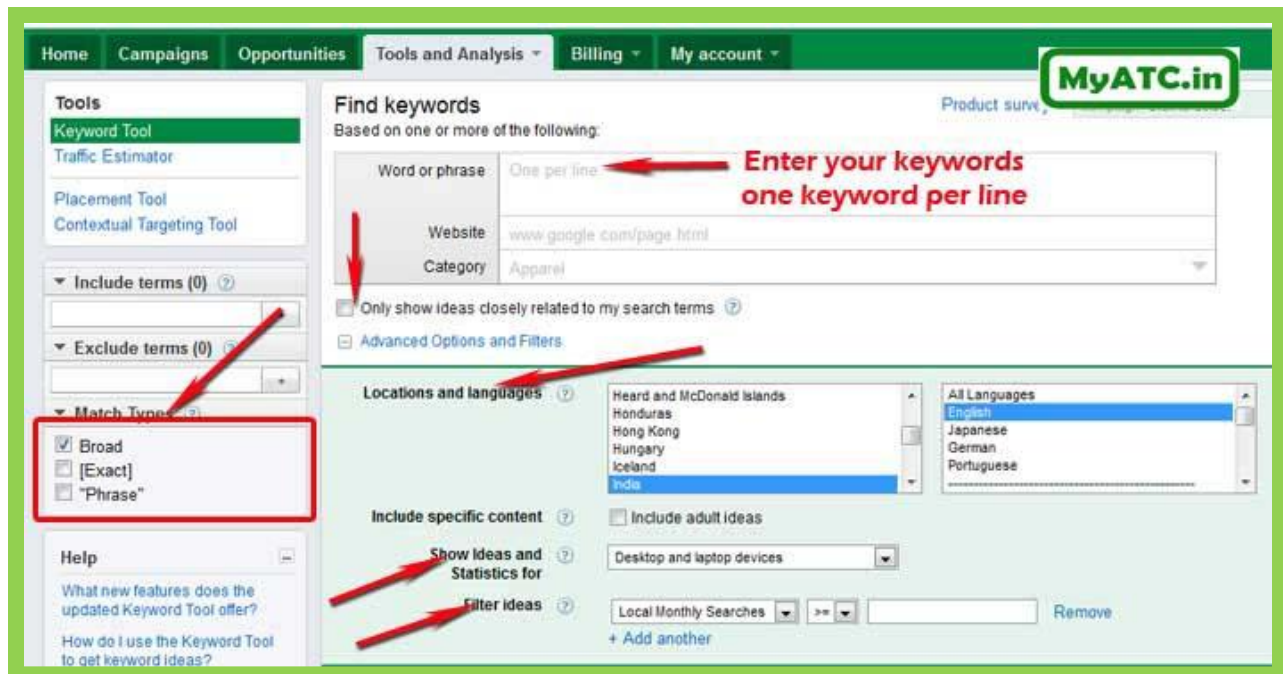


4. How much is the competition for a keyword. It's necessary to check if my website can rank in Google search engine on the first page for a particular keyword.
5. What is the trend? Is this increasing, same or decreasing? If some keyword had higher search volume in the past and low volume now, there is low potential in this keyword.
6. What is the CPC (cost per click) for that keyword? How much people are willing to pay for every click for that keyword?
7. Which are the other keywords containing 'Samsung Galaxy S2' people are searching with all these data as explained above?
8. Which are the other keywords in the same category you can also use like Nokia Lumina or HTC desire etc?
9. And many more we will discuss.

So overall, Google keyword tool is one of the best tools for doing a keyword research.

Now just checkout some of the different options available in the keyword tool so that you can have better idea of this tool.

So just go to the AdWords Keywords Tool & login to your account. Try to understand different options there-



In the left side in Google keyword tool you will find the Match Type, you will find 3 options-

- ➡ Broad
- ➡ [Exact]
- ➡ "Phrase"

**Broad** – It means if you are searching for 'Samsung mobiles', it will refer to the number of searches for phrase that involve 'Samsung mobiles'. E.g. it will give you the search volume for 'Samsung Galaxy Mobiles', 'Best Samsung Mobiles', 'Android Mobiles from Samsung', 'Samsung Mobiles Store' etc.

**Exact** – If you are searching for 'Samsung mobiles' after checking the [Exact] check box, it will refer to the exact number of searches for 'Samsung Mobiles'. It will give you the real and exact idea of number of monthly searches for any keyword.

**Phrase** – It means if you are searching for 'Samsung mobiles', it will refer to the number of searches for phrase 'Samsung mobiles', 'Best Samsung mobiles', 'Samsung mobiles Prices' but it will not refer to the search terms 'Samsung Best

Mobiles' or 'Android Mobiles from Samsung' because the original phrase is being broken up.

**Only show ideas closely related to my search terms** - By checking this box, you are asking to show the keywords ideas for only those searches which include your keywords. If you don't check this, it will give you the idea from the similar categories even if the keywords are completely different.

**Locations and languages** - You can check the number of searches in a particular country.

**Show Ideas and Statistics for** - Select the type of device like Desktop/Laptop, mobiles or other devices where you want to check the number of searches. By default, it's desktop & laptops.

**Filter ideas** - You can filter the keyword ideas based on different options in the drop down menu. Just check out the different options.

### Now let's start our keyword research with some example

**Case 1** - I already know some niche topic & I am thinking to build my site around a particular niche and a particular keyword. My keyword is 'Samsung Galaxy S2'. Let's do my research, if this is profitable keyword to go with.

I visited GAKW tool at <https://adwords.google.com/select/KeywordToolExternal> and logged in to my AdWords account.

- I entered my keyword 'Samsung Galaxy S2'.
- I checked the box 'Only show ideas closely related to my search terms' because I want to check more search terms related to 'Samsung Galaxy S2' only.
- I chose the country as 'India'.
- In the 'Filter ideas', I selected local monthly searches as  $\geq 1000$  & competition low & medium.

I am basically looking for number of searches for keywords related to 'Samsung Galaxy S2'. I want keyword ideas for India which has at least 1000 monthly searches but does not have high competition so that it will be easy to rank in Google. Just refer to the image below-

The image shows the Google Keyword Planner interface. On the left, the 'Tools' sidebar includes 'Keyword Tool', 'Traffic Estimator', 'Placement Tool', and 'Contextual Targeting Tool'. The 'Keyword Tool' is selected. Below it, there are sections for 'Include terms (0)', 'Exclude terms (0)', and 'Match Types' with options for 'Broad', '[Exact]', and 'Phrase'. A red arrow points to the '[Exact]' option. The 'Help' section at the bottom left contains links like 'What new features does the updated Keyword Tool offer?'. The main area is titled 'Find keywords' and includes a 'Product survey' link and a 'Campaign: Click' button. The search criteria are: 'Word or phrase' is 'Samsung Galaxy S2' (circled in red), 'Website' is 'www.google.com/page.html', and 'Category' is 'Apparel'. There is a checkbox for 'Only show ideas closely related to my search terms' and a link for 'Advanced Options and Filters'. The 'Locations and languages' section shows a list of locations with 'India' selected (indicated by a red arrow). The 'All Languages' list includes English, Japanese, German, and Portuguese. The 'Include specific content' section has a checkbox for 'Include adult ideas'. The 'Show Ideas and Statistics for' dropdown is set to 'Desktop and laptop devices'. The 'Filter ideas' section shows 'Local Monthly Searches' with a value of '1000' (indicated by a red arrow) and 'Competition' with checkboxes for 'Low', 'Medium', and 'High'. A red arrow points to the 'Low' competition checkbox. A 'Search' button is at the bottom.

After doing the research, I got the list of keywords as follows.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)	Local Search Trends
[samsung galaxy s2] ▾	Low	2,740,000	165,000	Rs. 7.97	
Keyword ideas (10)					
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)	Local Search Trends
[samsung galaxy s2] ▾	Low	2,740,000	201,000	Rs. 7.76	
[samsung galaxy s2 price] ▾	Medium	33,100	8,100	Rs. 7.63	
[samsung galaxy s2 release date] ▾	Low	33,100	1,300	Rs. 7.89	
[samsung galaxy s2 review] ▾	Low	74,000	6,600	Rs. 10.29	
[samsung galaxy s2 india] ▾	Low	4,400	3,600	Rs. 7.72	
[samsung galaxy s2 price in india] ▾	Medium	40,500	40,500	Rs. 8.09	
[samsung galaxy s2 specifications] ▾	Low	5,400	2,400	Rs. 9.36	
[price of samsung galaxy s2] ▾	Medium	5,400	3,600	Rs. 7.99	
[samsung galaxy s2 release date in india] ▾	Low	1,600	1,300	Rs. 7.66	
[samsung galaxy s2 mini] ▾	Low	12,100	2,900	Rs. 6.59	

As you can see, there are around 10 keywords that came in the result containing my keywords 'Samsung Galaxy S2' after filtering all my options. You can also see there is good number of monthly searches in India (Local monthly searches).

There are 6 columns showing in the results for all the keywords. By default, you will find only 4 columns i.e. Keyword, Competition, Global Monthly Searches & Local Monthly Searches. But you can also add other columns like Approximate CPC & Local Search Trends from the 'Column' field just below the search button but at the right end.

**Approximate CPC** will tell you how much advertisers are paying in India for a particular keyword. It will give you a rough idea of how much you can earn when you create a site based on such keywords.

**Local Search Trends** will give you the idea of search trend for the last 12 months. You can easily know whether the number of searches is going down or up in the last 12 months for a keyword.

### Now let's analyze the data

1. All the keywords have good search terms in India. (Its good)

2. Local search trend is same or going up except the 2 search terms which contains 'release date' in the keyword.(Its Good)
3. Most of the keywords have low competition. (Good)
4. And CPC is also OK.

Above all, when I checked at GoDaddy.com (world's biggest domain registrar) for availability of domain with the top searched keywords from the above research, I found [SamsungGalaxyS2.co.in](http://SamsungGalaxyS2.co.in) & [SamsungGalaxyS2Review.in](http://SamsungGalaxyS2Review.in) & [SamsungGalaxyS2Review.co.in](http://SamsungGalaxyS2Review.co.in) as available and that is the very good move to create my site around that keyword. (Data as checked on 15<sup>th</sup> March 2012).



**Now the main question – Why I checked the availability for domains like [SamsungGalaxyS2.co.in](http://SamsungGalaxyS2.co.in) OR [SamsungGalaxyS2Review.in](http://SamsungGalaxyS2Review.in) OR [SamsungGalaxyS2Review.co.in](http://SamsungGalaxyS2Review.co.in)?**

Yes, this is the main objective of this course to research the data and create a website with Exact Match Domain (EMD). This is the main secret of big AdSense publishers who make thousands of dollars every month.

### Why Exact Match Domain (EMD)

There is a very informative article written on EMD [here](#). Just click the link and find out what EMDs are and why they are best. Some of the main advantages are given below-

- Google & other search engines like Bing, Yahoo Loves EMDs a lot.
- You can even outrank some of the high authority website if you have EMD with little bit work (SEO) in Google search engine. That is impossible for a new website without EMDs.
- Click through rate (CTR) is high. When a visitor searches in search engines, they naturally tend to click on links that contain exact keywords in the domain.
- Other website owner will link you with your keyword.
- And of course, EMD with country code like .co.in or .in will ensure better ranking in Google India.

And that is the reason; you have to create websites with Exact Match Domain. It's a good example because, there are good number of monthly searches around 2,01,000 for keyword 'Samsung Galaxy S2' & 6600 monthly searches for keyword 'Samsung Galaxy S2 Review'. You can go with any domain name like [SamsungGalaxyS2.co.in](#) or [SamsungGalaxyS2Review.in](#) or [SamsungGalaxyS2Review.co.in](#) .

If you go for the domain [SamsungGalaxyS2.co.in](#) then you can rank in Google even with little SEO work and if you go for other domains, this work is even lesser.

So the next thing is to book a domain & hosting. Booking [SamsungGalaxyS2.co.in](#) looks a better option.

After you book any of the domains, you can setup a blog and publish contents for each and every keyword in different articles. We will discuss this in next section.

But let's discuss how much time and money you invest in creating a blog using those keywords and how much you can earn from AdSense.



I don't think it will take more than 10 hrs to setup a blog & do some SEO work. I will tell you in the coming module exactly the same methods I used to outsource my SEO and rank most of my AdSense sites.

Within one month, you can start getting some decent traffic. I keep my main objective of earning minimum \$4 to \$5 everyday from all my AdSense sites. You can easily earn that much or even more if you can be able to get ranking on first page. And that is easy if you follow my exact methods.

Don't aim for high. There may be possibilities that some of your sites will earn more and some will earn less but if you can maintain an average of \$4, that is a good success.

### **A simple calculation on how much money you can make?**

---

It depends on how many successful AdSense sites you create. Lets' imagine if you create only 5 sites and you earn average \$4 per day from each site. That comes to  $\$4 \times 5 \times 30 = \$600$  per month. And even if you spend \$100 to \$200 every month on marketing & hosting charges, it will be more than \$400 every month. If you are from India, you know it's more than INR 20,000/-.

I don't want you to create only 5 sites but you can create even 20 sites, 50 sites or even 100 sites. There are AdSense publisher I know who has more than 600 websites and receiving big fat checks month after month from Google.

There is good competition in US & UK & other countries for number of niches but in India, you can literally find thousands or even more niches with ZERO competition. Later on, we will discuss more on this topic.

### **Let's do another keyword research –**

**Case 2** – Let's consider now, I am not able to think of any particular niche but as I am interested in cooking, I want to narrow down my research to something from a broad category. I am thinking to research with the keyword 'Indian Recipes'.

I searched the keyword 'Indian Recipes' in the Google keyword tool but this time, I unchecked the box "Only show ideas closely related to my search terms" because I



want to see other similar keywords, I can think upon. Other options were same as in case 1.

I got the following list of keyword ideas –



Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)	Local Search Trends
[recipes]	Low	1,220,000	90,500	Rs. 7.31	
[chicken recipes]	Low	368,000	49,500	Rs. 5.94	
[cake recipes]	Low	165,000	27,100	Rs. 9.97	
[indian recipes]	Low	74,000	22,200	Rs. 5.03	
[tarla dalal]	Low	33,100	22,200	Rs. 5.03	
[cooking recipes]	Medium	49,500	18,100	Rs. 10.98	
[vegetarian recipes]	Medium	165,000	18,100	Rs. 9.74	
[pasta recipes]	Low	110,000	14,800	Rs. 5.03	
[recipe]	Low	165,000	12,100	Rs. 5.59	
[indian culture]	Low	33,100	12,100	Rs. 30.77	
[recipes in hindi]	Low	12,100	12,100	Rs. 5.81	
[indian food]	Low	74,000	9,900	Rs. 14.04	
[kerala recipes]	Low	14,800	9,900	Rs. 5.47	
[kerala chicken recipe]	Low	27,100	9,900	Rs. 5.46	
[south indian recipes]	Low	18,100	9,900	Rs. 5.03	
[sandwich recipes]	Low	27,100	9,900	Rs. 5.97	
[chinese recipes]	Low	40,500	8,100	Rs. 6.69	
[recipes for breakfast]	Low	9,900	8,100	Rs. 7.88	

There are so many good keywords idea with high search volume & low competition. It's good to consider many of the keywords for my next website. But I can see 'chicken recipes' has the big search volume & next I am thinking to do further research for keyword '**chicken recipes**'.

I researched the keyword 'chicken recipes' through Google keyword tool but this time, I checked the box "Only show ideas closely related to my search terms" and I removed the 'local monthly searches' option from the filter ideas and wanted the exact results.

I got the following list of keyword ideas –

Keyword ideas (221) 1 - 50 of 221

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)	Local Search Trends
[chicken recipes]	Low	368,000	49,500	Rs. 5.94	
[indian chicken recipes]	Low	8,100	2,400	Rs. 9.76	
[sanjeev kapoor chicken recipes]	Low	2,400	2,400	Rs. 6.05	
[grilled chicken recipes]	Low	22,200	1,900	Rs. 20.46	
[recipes for chicken]	Low	60,500	1,600	Rs. 6.04	
[chicken recipes indian]	Low	2,400	1,600	Rs. 11.08	
[recipes of chicken]	Low	1,900	1,600	Rs. 5.77	
[easy chicken recipes]	Low	40,500	1,300	Rs. 5.88	
[chicken breast recipes]	Low	135,000	880	Rs. 5.03	
[chinese chicken recipes]	Low	5,400	880	Rs. 5.03	
[spicy chicken recipes]	Low	4,400	720	Rs. 5.03	
[chicken curry recipes]	Low	6,600	720	Rs. 5.16	
[boneless chicken recipes]	Low	2,900	480	Rs. 5.50	
[khan na chicken recipes]	Medium	480	390	Rs. 5.03	
[chicken recipes]	Low	22,200	390	Rs. 9.84	
[roasted chicken recipes]	Low	2,900	320	Rs. 14.94	

You can check there are so many good keywords with my keyword 'chicken recipes'. I can build my next site around this keyword.

Next, I visited GoDaddy.com to check if any domain name available with chicken recipes but not found any of the good domain with this keyword.

With 'Good Domain', I mean, I search only either **.com**, **.net**, **.org** extension or Indian domains **.in** or **.co.in** extension. I don't find any other domain extension beneficial for me. So when I found that no domain is available with any of the extension for my keyword 'Chicken Recipes' then I moved to other keyword in the list and that is 'Indian Chicken Recipes' which has higher search volume after Chicken recipe.

Voila, someone is selling **IndianChickenRecipes.com for \$1488**. Just a plain domain, without a single page for \$1488. It means, the seller must have done some research for the valuation of this domain name and know the buyer could make much more than this if he buys this domain.

Get your domain in 3 easy steps!  
Search Customize Checkout

**IndianChickenRecipes.com**  
is a Premium Domain Name and is available for \$1,488.00\*  
Need help? Call us 24/7 at (480) 366-3343!

.COM	.CO	.INFO	.NET	.ORG	.US	.CA	.BIZ	.MOBI	.ME
Add	Add	Add	Add	Add	Add	Add	Add	Add	Add
Premium	\$29.99 \$9.99	\$44.99* \$2.99*	Backorder \$20.99	Backorder \$20.99	\$49.99 \$3.99	\$12.99/yr	\$44.99* \$5.99*	\$47.99* \$6.99*	\$49.99 \$7.99

Then I tried other domain extension and got the success in both the Indian domain extension i.e .in & .co.in. Just check this out below-

Get your domain in 3 easy steps!  
Search Customize Checkout

**INDIANCHICKENRECIPES.IN**  
is available. Just \$8.99

.IN	.COM	.CO	.INFO	.NET	.ORG	.US	.CA	.BIZ	.MOBI
Add	Add	Add	Add	Add	Add	Add	Add	Add	Add
\$46.99 \$8.99	Premium	\$29.99 \$9.99	\$44.99* \$2.99*	Backorder \$20.99	Backorder \$20.99	\$49.99 \$3.99	\$12.99/yr	\$44.99* \$5.99*	\$47.99* \$6.99*

Now, I am ready with the keyword list and my desired domain name. Next step is to setup my blog around these keywords but before that I want to show you something more about this keyword research.

### Let's do another keyword research –

**Case 3** – This time, I will take the same keyword as 'Samsung Galaxy S2' but changed just 1 option and i.e. country. I changed the country to United States.

Let's see the result in the image to check the difference after changing the country to USA.

Keyword	Competition	Search Volume (India)	Search Volume (USA)	CPC (India)	CPC (USA)
[samsung galaxy s2]	Medium	2,740,000	368,000	Rs. 115.24	
[samsung galaxy s2 release date]	Medium	33,100	22,200	Rs. 93.61	
[samsung galaxy s2 review]	Medium	74,000	8,100	Rs. 148.06	
[samsung galaxy s2 tmobile]	High	9,900	8,100	Rs. 105.06	
[samsung galaxy s2 release date usa]	Low	6,600	6,600	Rs. 102.88	
[t mobile samsung galaxy s2]	High	6,600	4,400	Rs. 88.53	
[samsung galaxy s2 att]	Medium	4,400	4,400	Rs. 160.34	
[samsung galaxy s2 specs]	Medium	12,100	3,600	Rs. 127.36	
[samsung galaxy s2 accessories]	High	12,100	2,400	Rs. 37.74	
[samsung galaxy s2 price]	High	33,100	2,400	Rs. 114.13	
[samsung galaxy s2 unlocked]	High	4,400	2,400	Rs. 33.77	
[samsung galaxy s2 tmobile release date]	Low	1,900	1,900	Rs. 137.50	
[samsung galaxy s2]	Medium	1,600	1,300	Rs. 109.16	
[samsung galaxy s2 carrier]	High	1,600	1,300	Rs. 174.95	

Just check the keywords with red arrows indication, you will find many things totally different for the same keywords that you research for India.

When there was low competition for a keyword like 'Samsung galaxy S2' & 'Samsung Galaxy S2 Review' in India, there is medium competition in US & when there was medium competition for keyword like 'Samsung galaxy S2 Price' in India, it's a high competition in USA.

The second major difference is the CPC. The CPC for all these keywords in India was below INR 10 but that in USA is more than INR 100. It means advertiser has to pay approximately INR 100+ to bid for this keyword on Google. More CPC means, I can earn around INR 70 to INR 80 per click if I get a click from USA on my Samsung galaxy S2 blog.

So I hope, you have got good idea of Keyword Research & finding an exact match domain.

**Here I want to give you some more clarification on EMD –**

- You are living in India and that is really a **big advantage for you**. You can find thousands of niche and thousands of best keywords where you can find exact

.in or .co.in domain name available. It's really difficult in USA or UK. *Lots of Scope in India.*

- Google India gives the preference to websites with Indian domain extension like .in & .co.in.
- There are many niche, you can find to rank even in the US. You will make more money even with 1/4<sup>th</sup> of Indian traffic that you receive in US.
- Sometime you won't find the exact EMDs like the keyword 'Chicken Recipes'. From my experience, I found that putting a single letter at the end, instead of a word can do the magic. E.g. ChickenRecipesv.com. As per my experience, Google treats this as Chicken Recipes only.
- You can even add a dash between 2 words domain like Chicken-Recipes.com. Ignore dashes in 3 or more words domain.

## Setup a WordPress Blog

The next step after keyword research is buying a domain name & hosting. So you can buy the domain name either from [GoDaddy](#), [NameCheap.com](#), [BigRock.in](#) or other domain registrar. My recommendation is GoDaddy and most of my domains are registered there only.

For hosting either, you can buy from any of the company above or from [Hostgator](#), the largest hosting service provider in the world. Hostgator does not deal in Domain selling. If you are new in this field, its better to buy the hosting from the same company, you are buying the domain from.

So lets you decide to buy from [GoDaddy](#). First, you need to create an account in GoDaddy then add your domain and hosting (*preferably WordPress hosting*) and then click **Next** or **Continue** without adding any other thing until you come to the final checkout page. Wait here, you are eligible for a good discount from GoDaddy. When you reach the checkout page (*just refer the image below*), click on "Enter Promo or Source Code", add a discount code and click Apply. You can find, lots of good discount coupon code from 20% to 50% for GoDaddy [here](#).

Just check the image below for more clarification –



**Review Your Shopping Cart:**

Product	Rate/Discount Price	Total
Hosting - Web - Economy - Linux - EU Region - 1 Year (recurring) Length: 1 Period(s) Sku: 42052-1	\$68.28	\$68.28
ONLINEMONEYINDIA.NET .NET Domain Name Registration - 1 Year (recurring)* Sku: 12001-1	Quantity: 1 domain \$44.99 \$1.99	\$2.17* (includes ICANN fee)

**Order Summary**

Cart Subtotal: \$70.45

Enter Promo or Source Code

You qualified for multiple money-saving offers! We've automatically applied the best offer, giving you the lowest price. Details

Your Savings: -\$17.96

Order Total: \$52.49

Round up for Charity. Round your order up and we'll donate the difference of \$0.51 cents to the charity you select. Details

Continue to Checkout

Keep Shopping

RECOMMENDED Just for You! Search Engine Visibility Boost your online exposure and search rankings. 12 months just \$1.99/mo - Save 33%! Add

MyATC.in

You can see the discounts when I chose 1 year hosting. The total amount was \$70.45 and after applying the promo codes, the amount reduced to \$52.49. A great saving!

After you bought your domain & WordPress hosting, you need to setup your hosting for your domain so that you can start creating t your first blog.

If you are new to GoDaddy, here are very simple instructions to setup your hosting account. It hardly takes more than 2 minutes to setup this. Just [click here](#). If your hosting is not WordPress hosting, then here is the instructions to setup WordPress on your hosting. [Click here](#) for that.

Once you setup your WordPress hosting account, you will be provided with your username, password & the URL of your WordPress Admin. Your WordPress admin URL will look like this – [www.YourDomain.com/wp-admin](http://www.YourDomain.com/wp-admin).

Just open the URL on the browser & login with your username & password and you will be welcome with WordPress dashboard screen.

## What is WordPress?

**WordPress is a free, Web-based software program** that anyone can use to build and maintain a website or blog. It was originally intended as an easy way to

set up a blog. But, thanks to the efforts of a large “open source” community of WordPress programmers working to extend and improve its capabilities, WordPress has become much more than just a tool for bloggers.

## Why WordPress?

- WordPress is very powerful content management system. (CMS).
- Creating a blog using WordPress is like child’s play. You don’t need any programming or technical knowledge to create a WordPress site.
- You can easily enhance the design, look & feel & the capabilities of your WordPress site using hundreds of best & free **themes & plugins**.
- You can save your thousands of dollars by designing WordPress blogs on your own, which otherwise you would have to pay to the web developers.
- WordPress is very search engine friendly and will play an important role in search engine ranking.
- Once setup which hardly takes 30 minutes to 1 hr, you just need to copy & paste your article and publish. **It’s that easy.**

But if you are new, it will take you sometime to understand the terms in your WordPress dashboard. There is one of the best & simple tutorial from WordPress to understand the basic things in WordPress. Just [check this tutorial here](#). You will know the use of each and every term in WordPress dashboard from this page and it’s very easy to understand.

Let me explain you some of the basic things & some basic settings in WordPress so that you can immediately start posting on your blog.

There are 2 main things in WordPress. The first one is Themes & the second Plugins.

## Themes

A Theme is the overall design of a site and encompasses color, graphics, and text. A Theme is sometimes called the skin. WordPress Themes can provide much more control over the look and presentation of the material on your website.

A WordPress Theme is a collection of files that work together to produce a graphical interface with an underlying unifying design for a weblog. These files are called [template files](#).

You can change your default WordPress theme anytime from the WordPress dashboard. You will find different options in different themes which you can use to change the look & feel of your website.

There are thousands of WordPress themes available which are developed by hundreds of web developers around the world. Some are free and some are paid. But, as we are talking here about AdSense, it's best to get an **AdSense theme**.

## Plugins

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Plugins allow you to add new features to your WordPress blog that don't come standard with the default installation. There are a rich variety of Available Plugins for WordPress. You can add, remove or check installed plugins from the 'Plugins' link on the left side in your WordPress dashboard.

I will exactly provide you the list of basic plugins with easy settings that you can use on all your AdSense sites. Before that, just [check here](#) & understand different options in your WordPress settings.

## Some of the basic WordPress Settings & Plugins –

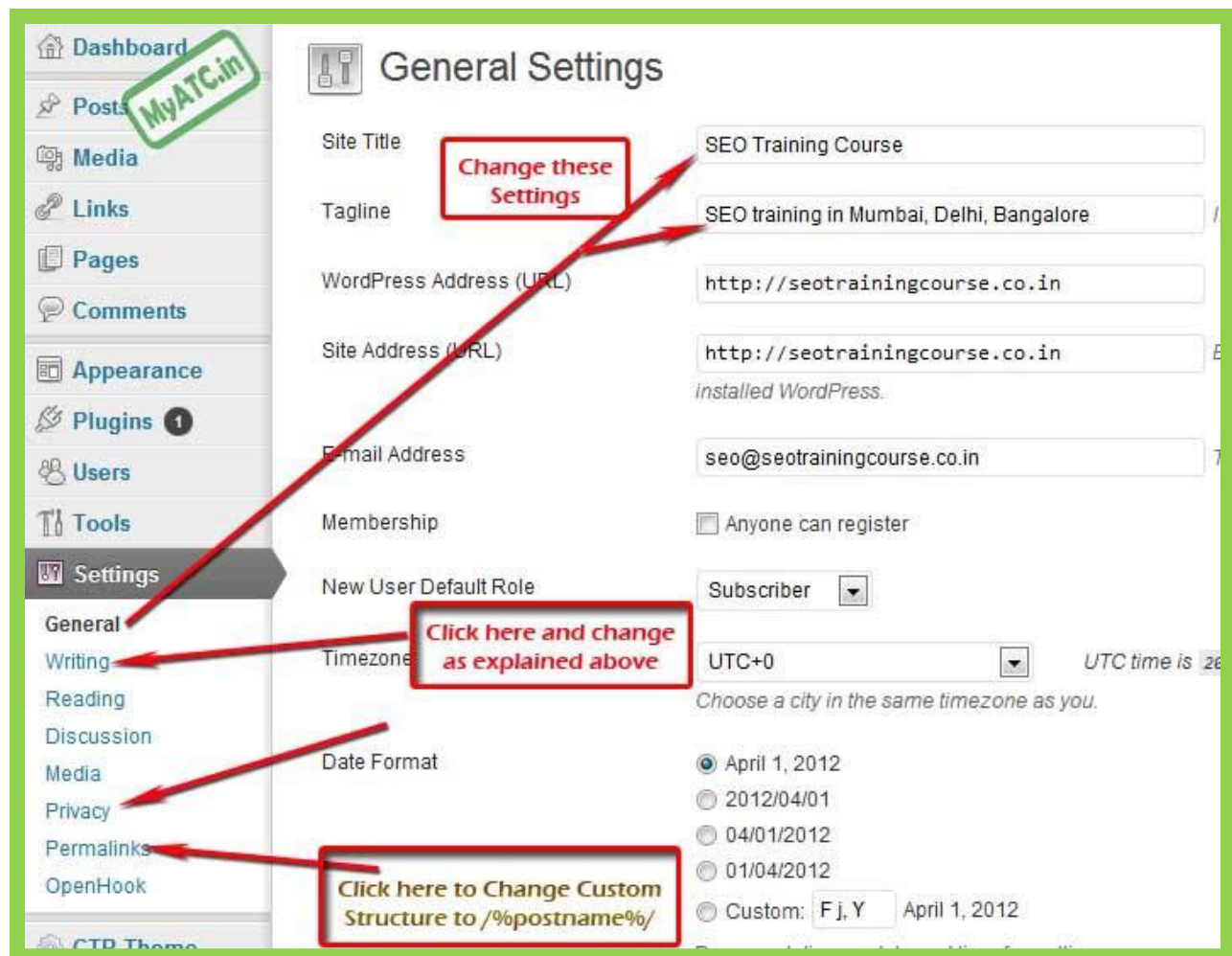
---

- Login to your WordPress account, click on Settings -> General. Change the site title & tagline as per your site name & save. (Use the name as your domain name, if you are using EMD)
- Click on Write & check both the check boxes under heading '**Remote Publishing**'. Then in the 'Update Services' heading, copy & paste the list below in the text box & then click Save. Copy one URL per line-
  - <http://rpc.pingomatic.com>
  - <http://api.feedster.com/ping>
  - <http://api.my.yahoo.com/RPC2>
  - <http://api.my.yahoo.com/rss/ping>
  - <http://ping.feedburner.com>



- <http://pingoat.com/goat/RPC2>
- <http://rpc.icerocket.com:10080>
- Click on Privacy & check if the check mark for 'Allow search engines to index this site' is checked.
- Click on Permalinks -> Custom Structure & write **/%postname%/** in the box & then save.

Refer this image for more details-



## Important Plugins –

To add plugins, just click on Plugins -> Add New Plugin to add plugins.

**Akismet:**

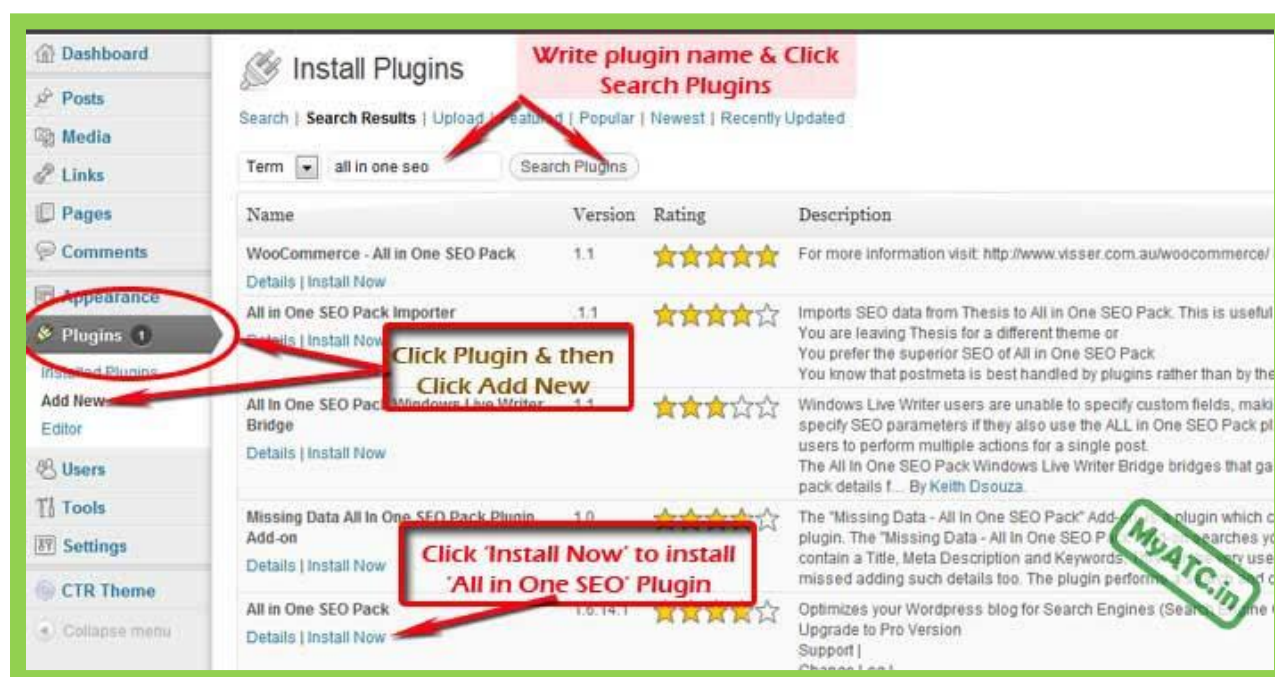
Already Installed – just need to activate it. Search for this plugin & click on activate plugin. Don't forget to add 'Akismet API Key' which you can get free from the link available in the Akismet Configuration.

### **All in One SEO:**

Search for this, install and activate. This is one of the best plugin for SEO benefits. Just refer this image to understand how I installed 'All in One SEO Pack' plugin.

### **Google Privacy Policy:**

Search this plugin & add. This plugin uses your blog info to automatically create an AdSense Compliant Privacy page. All you need to do is copy the code `<!-- googleprivacypolicy -->` (also found on the plugin settings page) into a new page. You do have to make sure the WordPress WYSIWYG editor is set to HTML mode when pasting in the code mentioned above, or it won't work.



### **Contact Form 7:**

This is the standard plugin for creating a quick and easy contact page. Just go into the plugin settings, copy the auto generated short code and paste into a new page (doesn't have to be in HTML mode).

Code looks like this (where x is the form ID): [contact-form-7 id="XXXX" title="Contact form 1"]

### **JetPack Plugin:**

---

JetPack can do the job of many plugins alone. You need to create a free account at WordPress.com in order to activate this plugin after installation. Click on 'Connect to WordPress.com' once you install & after authorizing you can start using this plugin.

I use WordPress.com stats feature & sharing feature from this plugin. You can use both as well as other features. Just check them and configure the options -

Stats feature will show you complete statistics of the visitors on your site on daily basis. It will show you no. of visitors, their sources, what keyword they are using in search engine to come to your site etc.

Sharing option will enable you to share your contents on social media sites like Facebook, Twitter, LinkedIn, Digg etc. You need to configure from the configure option.

### **AdSense Plugin:**

---

To insert AdSense ads on your blog, you need to install an AdSense plugin. AdSense Deluxe is one of the best plugin for this. You won't find the AdSense Deluxe plugin through the search option. You need to download the plugin separately from <http://www.acmetech.com/blog/2005/07/26/adsense-deluxe-wordpress-plugin/>.

Download & save the Zip file in a folder. Now, if you are on 'Install Plugin' page, click on 'Upload' option there. Then on the upload page, click on the 'Choose file' and then from browsing window, choose the downloaded zip file & double click. Then click install & activate.

After you activate the plugin, [visit here](#) & check the **Usage** section on how to use the plugin. If you find any problem in using the plugin, [this article](#) can help you out.

We will see more details on this topic in our next eBook.

**Note** – If you are using an AdSense CTR theme, you don't need to use this plugin. Don't use more plugins as it can make your site slow.

## Add New Post

You can add a new post or article by clicking on Posts -> Add New. You can write your main heading in the 'Enter your title' text box & the contents of your article in the article body box. Just refer the image below. We are going to learn in our SEO topic, what are the things we need to check before we publish a post.



## Writing Content

You can't create a blog or website without any contents. People visit your site for reading contents and not for clicking ads. Just imagine, how a magazine publisher or newspaper agency can think of publishing only ads in their magazine or newspaper without adding any news or article. They work hard to find the contents to publish so that they can place their ads between the contents and make money.

A TV producer creates a TV programs so that he/she can get good ads for his program. People don't watch the ads but TV producer create the program for ads only.

So to make money from your ads, you need good contents. Producing good contents on daily basis takes time and hard work. But the results are awesome.

Let's see, what are the different options for getting the good contents for your blog? We will see all the options and you decide which one is the best for you?

### **Turn your passion into content**

Every person in this world is passionate about at least 1 thing. It means, there is at least 1 topic, you will take interest to read in newspaper, TV, magazines, internet blogs, in your friends circle or anywhere when you heard about that topic.

You are a health conscious, you take more interest in health related topics, you are a cricket or football fan, you will watch cricket or football on TV, read more in newspaper or discuss with your friend. Your interest may be finance, relationships, cooking recipes, tourism, politics, mobiles, gadgets, bollywood, hollywood and endless topics of interest.

So, when there is some discussion on this, you can speak about that. So when you can speak something, you can even write that thing. And yes, writing is easier then speaking as you don't get more time to speak but you get so much time before you write another sentence. So are you getting my point?

Write that passion into content!!

You are interested in finance, read more & more about finance, convert into contents and publish on your blog. You will see ads related to finance on your website & you will earn when someone clicks on these ads.

Or if you are a housewife & interested to watch daily soaps, you can write about these or even record your favorite serial or programs and upload on YouTube to get extra traffic to your website.

Or you may be interested in horoscope or feng shui & you can write about horoscope or feng shui tips. You can even provide online consultancy to visitors and make extra money.

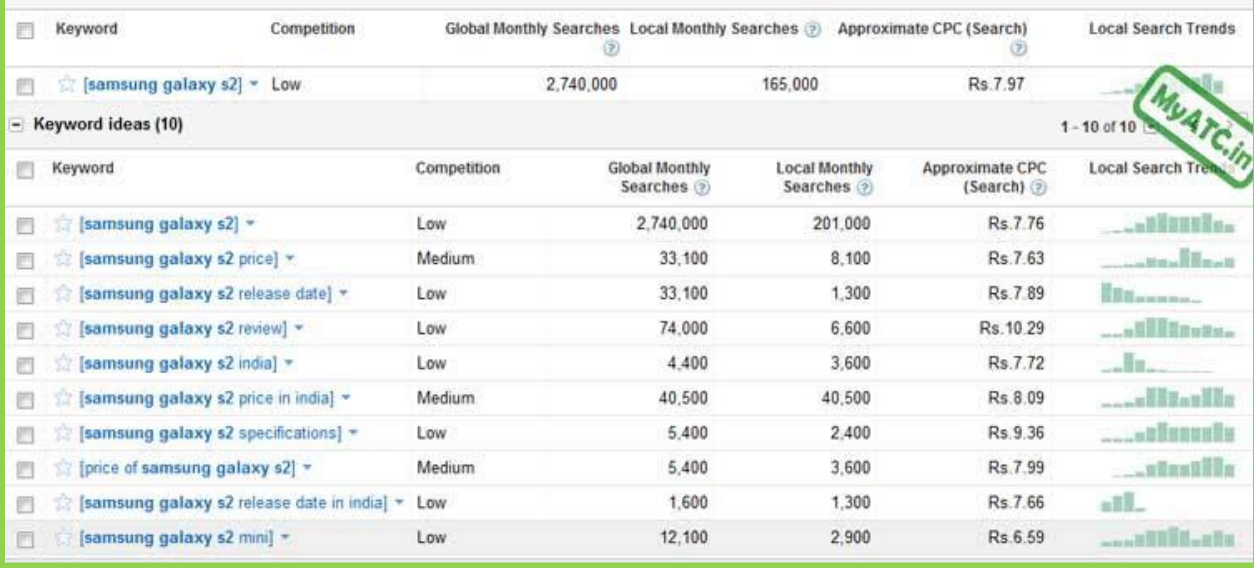
Possibilities are endless.....

## Create contents based on the keywords

The main objective of this course is creating mini AdSense sites through keyword research. As we have already studied about keyword research, you know how easy is to write contents if you know the main title of the article. Here your keyword lists will provide you with the titles of all your articles. And so creating contents after keyword research becomes very easy.

Let's take an example-

Just take the data from our previous keyword research on Samsung Galaxy S2 –




Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)	Local Search Trends
[samsung galaxy s2]	Low	2,740,000	165,000	Rs. 7.97	
Keyword ideas (10)					
[samsung galaxy s2]	Low	2,740,000	201,000	Rs. 7.76	
[samsung galaxy s2 price]	Medium	33,100	8,100	Rs. 7.63	
[samsung galaxy s2 release date]	Low	33,100	1,300	Rs. 7.89	
[samsung galaxy s2 review]	Low	74,000	6,600	Rs. 10.29	
[samsung galaxy s2 india]	Low	4,400	3,600	Rs. 7.72	
[samsung galaxy s2 price in india]	Medium	40,500	40,500	Rs. 8.09	
[samsung galaxy s2 specifications]	Low	5,400	2,400	Rs. 9.36	
[price of samsung galaxy s2]	Medium	5,400	3,600	Rs. 7.99	
[samsung galaxy s2 release date in india]	Low	1,600	1,300	Rs. 7.66	
[samsung galaxy s2 mini]	Low	12,100	2,900	Rs. 6.59	

You can check from these keywords above that many of the keywords has very low competition and it's easy to rank in search engine if you create a blog using one the keywords as the main keyword.



Now suppose if you choose the base keyword like 'Samsung galaxy S2' that has 201,000 monthly searches in India and want to create a blog around this keyword.

Other keywords you can choose here-



Samsung galaxy S2 review	- 6600 monthly searches in India
Samsung Galaxy S2 India	- 3600 monthly searches in India
Samsung Galaxy S2 mini	- 2900 monthly searches in India
Samsung Galaxy S2 specification	- 2400 monthly searches in India
Samsung galaxy S2 price in India	- 40500 monthly searches in India

As checked on GoDaddy, the blog with exact domain SamsungGalaxyS2.co.in was available, so first of all I will book that domain & setup a WordPress blog.

I will write a main post for my blog for the keyword 'Samsung Galaxy S2'. I will collect the data from number of sources like other blogs & magazines, YouTube, newspaper etc. for 'Samsung galaxy S2' and prepare a useful 1000 word article on this.

Then I will create posts on each and every keyword. I will write 1 article for each keyword. I will create at least 400+ words article for each keyword.

Now, just imagine how easy it would be to write the contents around these keywords. Yes, if you know the heading (Title) of the article, it would be very easy to write the contents with that heading and all these keywords represents headings.

Many of the times, you will find this information on the internet itself. Just check the articles with these keywords and write them in your own words giving your own opinion. Adding more value to your contents will make a big difference.

### **Invite guest writers to write content for you**

This is the easiest way of getting contents. If you have a famous blog, you will find many blog owners or writer who will ask you to write on your blog absolutely free. They do it for getting recognized or getting a link from your site to their site.



## Generate contents through auto blogging

Although this is not recommended but what if you could make hundreds of dollars doing simply nothing. There are many software programs available in the market which can write automatically on your blog. Once setup, they will do their work and publish articles on regular basis on your blog with the keywords you specify.

Generally, such software does not write contents like a human writes, and most of the visitors do not visit the sites again but what, if you can earn good money from all one time visitors. There are many AdSense publishers who earn from hundreds of sites through AdSense with auto blogging.

But yes, this is not something you should do on each and every site. If you find a niche which can give you big money if you can produce good contents then its better idea, you write the content yourself or hire some experts.

## Hire Writer

If you don't have time to write contents and you wish your articles to be unique and different then hiring a writer is one of the good idea. Many successful internet marketers don't write contents themselves but they hire some expert writers for them.

Searching a good writer who is affordable is a very tedious task. There are article writers who charge as high as \$20 to \$30 for every 500 words article. But it's not affordable rate to outsource your article writing job.

But, we will see in our secret outsourcing methods, how you can hire best writers in just pennies. You can find writers who can write the exact article you want for as low as \$2 for every 400 words article.

### Conclusion:

So, it's not a big deal to write the contents but this is the part which keeps you busy. If you spend more time in producing contents, then you won't get time for creative work where you can think of growing your AdSense income to 200% or 300%. So try to get high quality contents with as little work as you can.

## Traffic

Your blog does not have any value if there is no visitor on your blog. You will not make any money from AdSense without any traffic to your site. Asking your friend & relatives to visit your website and click on AdSense ads will not earn you much. In fact, Google can deactivate your account & permanently ban you to open another AdSense account because of their strict AdSense policy.



So how you are going to **attract traffic on your blog**? We will discuss here all the methods of getting the traffic & then focus our training on major traffic source like search engines.

### These are some of the best sources of traffic as on today –

- ✓ Search Engine - **Google**, MSN, Yahoo etc. Google has the biggest share here.
- ✓ Social media sites - **Facebook**, Twitter, LinkedIn, YouTube etc.
- ✓ Email newsletter - FeedBurner, **Aweber** Auto Responder etc.
- ✓ Other blogs & websites - Either people find your article interesting and given a link in their article to your interesting article as a reference OR through the **guest article** you posted on other blogs.)
- ✓ Article Directories – There are thousands of article directories, you can post your articles and leave your link in the author biography at the end of the

article. Some famous sites like **Ezine**, Articlebase etc. can send you serious traffic on your website.

- ✓ **Web 2.0 sites** – Squidoo, HubPages, Blogger.com etc.
- ✓ Blog commenting – By commenting on blogs and leaving your blog link there.
- ✓ Social bookmarking sites – Like **Digg**, StumbleUpon, Delicious, Reditt.com etc.
- ✓ Discussion Forums – **DigitalPoint**, WarriorForum & many popular forums.
- ✓ Paid Marketing – Google **AdWords**, Direct advertising, Facebook, MSN Ad center.
- ✓ Answers sites – Like **Yahoo answer**, Google answer, Yedda.com, AllExperts.com
- ✓ Free classified sites – QuickR, OLX, Sulekha, Craigslist etc.
- ✓ Press Releases – PRLog, Free-Press-Release, 24-7-Press-Release etc.
- ✓ Image & Video Sharing Sites – Flickr, **YouTube**, SlideShare etc.

Around more than 90% traffic, you will receive from these sources only. But Google will give you more than 70% traffic on all your blogs. **Our main objective of creating AdSense sites is to get maximum traffic from Google.**

If we focus on getting the traffic from Google, you will automatically start receiving traffic from many of the above sources. So just be focused on Google search engine. You need to do a bit of search engine optimization (SEO) to rank your site in Google & other search engines.

### **What is SEO (Search Engine Optimization)?**

SEO simply means search engine optimization & this is a technique of bringing your site in the first page of search engines result for your desired keyword. You can get a lot of free traffic depending on your keywords if you are able to achieve first page ranking in Google, Bing & Yahoo.

e.g I have created my site <http://SamsungGalaxyS2.co.in> and I want my site to be on the first page of Google whenever someone search with keywords like '**Samsung**

**Galaxy S2'** and **'Samsung Galaxy S2 Review'** and all of the keywords which I mentioned earlier in my research.

I want to bring in the first page of Google because lots of people search in Google with these keywords and if my blog comes on first page, many people will visit my website. More people visit my blog, more money I will make.

And this can be done with the help of SEO. First we will learn about SEO, then learn different methods of SEO and then finally I will give you the exact idea of how can you achieve best results with minimum SEO efforts.

To rank your website in Google, you need to focus on 2 areas of SEO-

- On page SEO
- Off Page SEO

I just want to inform you that just get the basic idea of SEO. Get only that much idea which is enough for you and which you can understand. Don't try to know everything immediately about SEO. You will get more advantage of SEO and ranking for your AdSense sites, if you outsource part of your SEO work or complete SEO work instead of doing this all yourself.

In my **secret outsourcing methods**, you will know that, how can you hire people to do a lot of SEO work in just pennies. You will find many SEO stars specialized in some area can do your work in just \$5 to \$10, which otherwise, you had to pay hundreds of dollars to SEO companies.

But understanding little bit SEO will give you added advantage so that you can know what is right and what is wrong in SEO.

### **So what is on-page SEO?**

On-page SEO is the process of optimizing the content of your website. This includes the text, images and links on your website. Anything uploaded to your site's domain is considered on page. You have to check each & every article for on-page SEO before publishing it to the world.

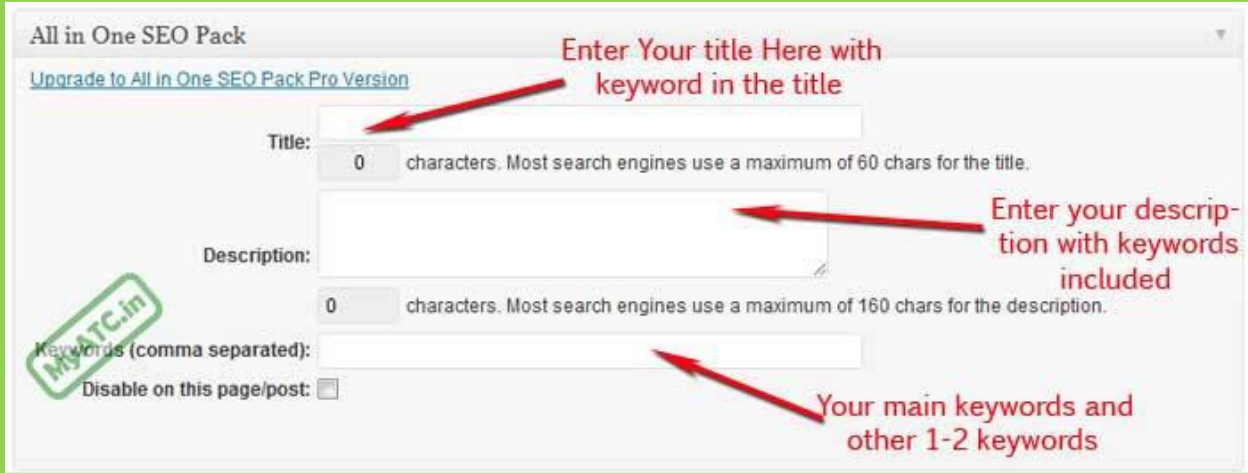
On page SEO is absolutely in your control & just by giving only 5-10 minutes on this shall win half the battle. So please, pay attention on each and every post of yours before publishing.

## Components of on-page SEO

In order to understand on-page SEO, you need to know various terms used in on-page SEO. Let's understand all one by one & check how can you achieve the best on-page SEO for all your articles.

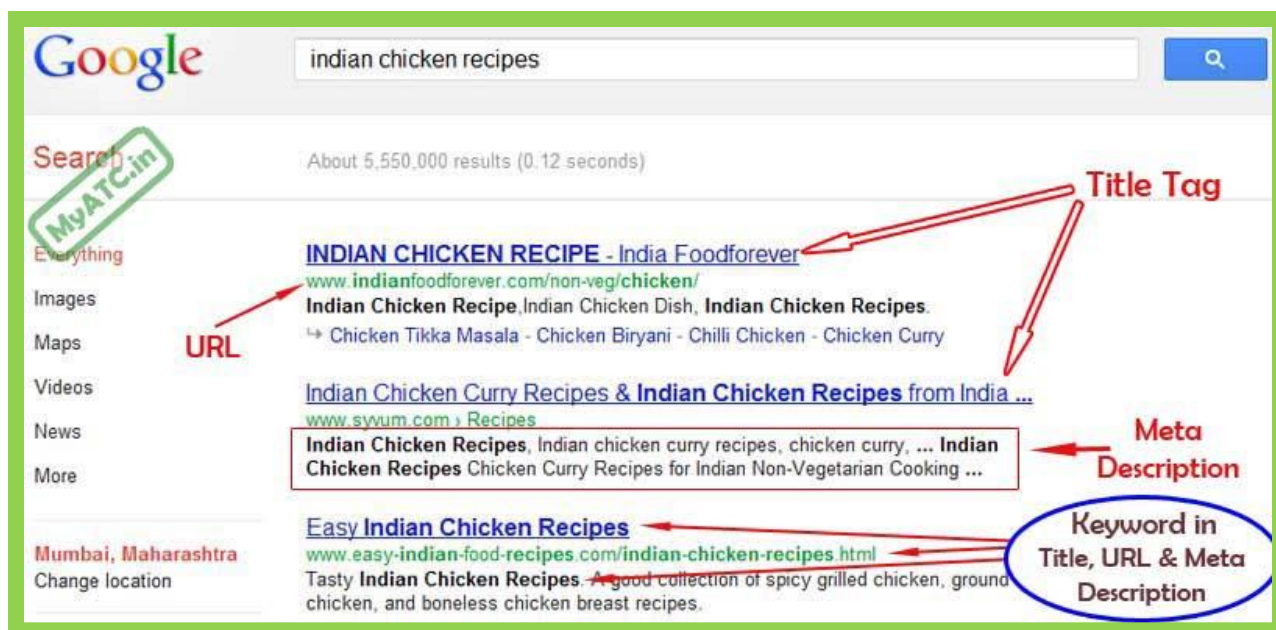
### Title tag, Meta description & keywords -

After installing All in One SEO Pack plugin & making this enabled from the settings, you will find some more options below your contents writing box. i.e. When you click on 'Add New Post' to post a new article in your WordPress dashboard, you will find options like Title tag, Meta Description & keywords as seen in the image-



The screenshot displays the 'All in One SEO Pack' plugin interface. It features three main input fields: 'Title', 'Description', and 'Keywords (comma separated)'. Each field has a character count indicator (0 characters) and a note about search engine limits (60 chars for title, 160 chars for description). Red arrows point to each field with the following annotations: 'Enter Your title Here with keyword in the title' for the Title field, 'Enter your description with keywords included' for the Description field, and 'Your main keywords and other 1-2 keywords' for the Keywords field. A 'Disable on this page/post' checkbox is located below the Keywords field. A watermark 'MyATC.in' is visible on the left side of the interface.

Google identify your page through these tags. It gives importance to your article by looking at Title tag, Meta description & keywords. When someone searches in Google with a keyword, it will display the Title & Meta description which you have specified at the time of publishing your post.



- ➡ **Title tag** – By default your main heading of the article becomes the title tag. If you wish to change this, you can through 'All in One SEO' plugin but It's always good to keep the same title tag as the main title of the article, otherwise, user will experience different Title in your website, what he sees in Google search engine. Keep the article catchy & within 70 characters limit because Google will not display the words beyond 70 characters in search result. Try to remove the words like 'of', 'the' etc. to make your title short and sweet. Most important thing is place your keyword in the beginning of the Title so Google will give you more weight age. If possible, use the keyword twice in the Title.  
e.g **Indian Chicken Recipes – Quick & Easy Indian Chicken Recipe**

- ➡ **Meta Description** – In the Meta description write a brief & catchy summary about your article. Try to use your main keyword in the beginning of the description and use your keyword at least twice with other keywords that you are targeting in the article. Your description should not exceed 150 characters.



- ➔ **Keyword** – Insert your main keyword along with plural form (if any) in the keyword field. You can use 3-4 keywords per article but it will be better to use only 2 keywords per article to get more SEO advantage.
- ➔ **Post URL** – You must use your main keyword at least once in the URL of the post. Just check above in the image - [www.easy-indian-food-recipes.com/indian-chicken-recipes.html](http://www.easy-indian-food-recipes.com/indian-chicken-recipes.html). The keyword 'Indian Chicken recipe' is in the URL after .com.
  - You need to check if the permalink structure in your blog is set to **/%postname%/**. Just login to your WordPress account -> Click Settings - > Permalinks. Then copy **/%postname%/** and paste this in 'Custom Structure' field and then click Save. By doing so, your complete Title will become the part of the URL after your domain name.
- ➔ **Headings** – Heading (h1, h2, h3, h4) plays a very important role in SEO. You must divide your post in multiple paragraphs and use the proper heading. Heading is just like increasing the font but not in numbers but through heading. The main title of the article should be **h1 heading** and h1 must be used only once. Then other headings & subheading can be used in **h2 & h3**. You must use your main keyword at least once in h1, h2 heading.
- ➔ **Bold, underline & Italicize the keyword** – You must bold and italicize your main keyword at least once in the article. Don't use all at 1 keyword only. Use bold on different keyword, italicize on different one and underline on different keywords.
- ➔ **Keyword Placement** – You must use your main keyword in the first & last paragraph of your article. You should maintain the keyword density of at least 1% to 2% in your article. It means you should use your main keyword at least once or twice for every 100 words.
- ➔ **Alt Tag** – You should use images in your article. You can use your images or search in Google for the free images that you can use related to your article. Don't use copyrighted images. Give the name of the image as the keyword of the article. Upload the images from the upload/insert link in the 'Add new post' section and enter your keyword in the Alternate text or Alt text.



- ➡ **Internal Links** – You must use interlinks between your other blog posts (articles). Give the links to your home page & other pages with the related keywords. Use wherever necessary. Don't give unnecessary linking.
- ➡ **Outer links** – You must link to at least one website with your main keyword like if you are writing an article on chicken recipe for your website, then you must provide a outgoing link like [chicken recipe](#) to other website. It must be a high authority site like Wikipedia, TimesofIndia, About.com, Yahoo.com & any good authority site which you will link for reference. You must use a 'nofollow' tag to your outgoing link.

These are the basic guidelines to achieve best on-page SEO. If you do it effectively it means, you have done over 50% of your SEO works. Remaining 50% SEO will be achieved by off-page SEO.

If on-page SEO is not effective, you have to work hard towards off page SEO. Off-page SEO is the most important thing to out rank any competition but it's a bit difficult task. I don't want you to get involved more in this. But if you don't work on this, you will not rank in search engines and that means no traffic to your site and no AdSense earning.

### Here are the following tips to reduce workload towards off-page SEO-

1. By doing a proper keyword research & find out those keywords with low competition, higher search volume & good CPC.
2. Using a exact match domain (EMD) for you blog as explained in our keyword research example.
3. Create all posts with best on-page SEO (because it's in your control).
4. Outsource partly or entire off-page SEO to other experts through my secret outsourcing recipe.

### So what is off-page SEO?

As the name suggest, Off-page SEO is something you have to do offline to your website. It's something like building reputation for your website. Building reputation means building quality links for your website from other websites.

Suppose your website name is mysite.com & other person site name is othersite.com. If there is link on othersite.com to mysite.com, so that someone can click the link and visit your website then it's called a backlink & this type of work is called as '**Link Building**' or '**Off-Page SEO**'.

But before creating links for our site, we will understand the different terminologies used in off-page SEO so that you will understand, what we are talking about.

- **Backlink** – A backlink or simply link means a link (hyperlink) coming to your site from others websites. This may be from a blog, forum, social media sites or anything online.
- **Anchor text** – It refers to the word used to give the backlink e.g. [click here](#), [Wikipedia](#), [YouTube Movies](#). Here Click Here is an anchor text giving backlink to [Google.co.in](#), Wikipedia is anchor text with backlink to [Wikipedia.org](#) & YouTube Video is the anchor text linked to [YouTube.com/movies](#).
- **Robot / Spider / Web crawler** – Search engine robot is a software program that collects up-to-date data from all the web pages in the world & then stores them in a database.
- **Indexing** – The search engine robot visits any new web page after he sees any link to this page from other web page. Search robot will not see any page until its link is available somewhere. The process of finding a page & storing this in search engine database is called indexing.
- **Algorithm** – Search engine algorithm is a set of rules or formula used by search engine to determine significance of a web page for certain keywords. Google has more than 200 set of rules in its algorithm.
- **Page Rank** – PageRank is what Google uses to determine the importance of a web page. It's one of many factors used to determine which pages appear in search results. Google assign page rank from 0 to 10 to all the domains & web pages in the world. 0 is the lowest & 10 is the highest. The page rank of domain keeps more importance than other pages.

- **Alexa Rank** - The Alexa Traffic Rank will show how popular the site is compared to yours, including Reach, Pageviews and more. The lowest Alexa rank is ONE and this is assigned to the biggest traffic website & the biggest may be in tens of millions. The lower will be the Alexa rank; the more popular will be the website. This may be a measuring factor sometime; however this is not always the case.
- **Authority sites** – All the sites on internet with high page rank & low Alexa rank is treated as the authority sites. All the Govt. & education sites (with domain extension .gov & .edu) are treated as high authority sites in the eyes of Google.
- **Dofollow / Nofollow** – When you will start link building process for your blog, you will get 2 types of backlink i.e dofollow & nofollow. Both the links are necessary but you should try for 80% dofollow links & 20% nofollow links. We will see how to identify dofollow and nofollow links.

## Start Link Building (off-page SEO)

So, how to start link building for your site? How can you get maximum traffic to all your blogs through easy link building methods and maximize your AdSense revenue?

As we have already discussed the number of traffic sources, I want to remind you the same once again.

These are the sources where you have to build your links. Building links not only help you for strong off-page SEO but you also get a decent traffic from all these sources.

**These are some of the best sources of traffic (or link building methods) as on today –**

- ✓ Social media sites - Facebook, Twitter, LinkedIn, YouTube etc.

- ✓ Other blogs & websites - Either people find your article interesting and given a link in their article to your interesting article as a reference **OR** through the guest article you posted on other blogs.)
- ✓ Article Directories – There are thousands of article directories, you can post your articles and leave your link in the author biography at the end of the article. Some famous sites like Ezine, Articlebase etc. can send you serious traffic on your website.
- ✓ Web 2.0 sites – Squidoo, HubPages, Blogger etc.
- ✓ Blog commenting – By commenting on blogs and leaving your blog link there.
- ✓ Social bookmarking sites – Like Digg, StumbleUpon, Delicious, Reditt.com etc.
- ✓ Discussion Forums – DigitalPoint, WarriorForum & many popular forums.
- ✓ Answers sites – Like Yahoo answer, Google answer, Yedda.com, AllExperts.com
- ✓ Free classified sites – QuickR, OLX, Sulekha, CraigList etc.
- ✓ Press Releases – PRLog, Free-Press-Release, 24-7-Press-Release etc.
- ✓ Image & Video Sharing Sites – Flickr, YouTube, SlideShare etc.
- ✓ Education sites (.edu domain) or Govt. sites (.gov domain).

Here we will discuss the most common & easy ways of link building.

## **Guest Blogging**

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Guest blogging means writing article for other blogs. Guest blogging is one of the most powerful ways of link building. You write some good quality articles for others. You can provide 1 or 2 links either in the article or in the author biography which comes at the end. People basically write for others just because of getting attention from others & to get backlinks.



Your links from guest article will be more powerful if the blog is an authority blog with the same niche as yours. It's very hard to write on such blogs because there is lots of competition and such authority blogs never accepts lots of articles. They accept only the best articles written for them.

But this is not the case all the time. You will find many best blogs on internet where you can write guest articles. You just need to find these types of blogs.

Make a Google Search –

It's easy to find blogs which accept guest blogging. Just visit Google.com & search with keywords –

- keyword "submit a guest post"
- keyword "guest post"
- keyword "guest post by"
- keyword "guest article by"
- keyword "accepting guest posts"
- keyword "guest post guidelines"

If you are searching blogs in your niche (e.g. Samsung Galaxy S2), you can modify the search like this

- keyword "guest post by" Samsung
- keyword "guest post by" Mobile

- keyword “guest post by” Gadgets

Or number of combinations as you like. You can find number of blogs in this way.

In some blogs, you need to create an account to submit your guest posts or in some places, you can send your article directly by email. Try to create some high quality contents for good blogs so that they can easily accept your article. You can insert 2 backlinks in the article.

Just check here some good example which accept guest blogs –

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

[www.famousbloggers.net](http://www.famousbloggers.net)

Check here the best articles written for Guest blogging –

<http://www.seomoz.org/blog/guest-blogging-strategies-whiteboard-friday>

<http://blog.kissmetrics.com/guide-to-guest-blogging/>

## Blog Comments

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This is one of the best and easiest ways of link building. You just have to find some good blogs related to your topic, read the article written by them and leave a comment with your website link there. You can search for blogs related to your topic or any topic here-

- <http://www.google.com/blogsearch> (Google Blog Search)
- <http://technorati.com/blogs/directory/> (Technorati Blog Search)

Read one of the best article on how to get powerful comment links. [Click here to read](#)

Check here one of example of how to post a comment-

Shashi @ SEO Training April 3, 2012 at 7:10 am



Your comment is awaiting moderation.

The article is very informative and using the techniques you mentioned will really help to rank the blog in search engine. I will definitely try these tips

Shashi @ SEO Training recently posted..[How much is a No 1 Google Ranking Worth to Your Business](#)

Website Owner will check your comment & approve if he finds the comment relevant

REPLY

Leave a Comment

Write your Name OR 'Name @ your keyword'  
OR 'Name from your keyword' to get the link for  
your keyword in this box

Shashi @ SEO Training

Name \*

Your Email Address Here

shashi\_sum2008@hotmail.com

E-mail \*

Your Website  
Address here

http://www.SEOTrainingCourse.co.in

Website

The article is very informative and using the techniques you mentioned will really help to rank the blog in search engine. I will definitely try these tips

Your Comments Here  
Write Googd comment related to the article  
And then Submit

Submit

Article Submission Sites:



There are thousands of article submission sites where you can submit articles & get the links for your site. You just have to create account on such websites & then submit your articles. Check here the top 10 article directories –

1. Ezinearticles.com
2. ArticlesBase.com
3. Buzzle.com
4. SearchWarp.com
5. ArticleAlley.com
6. GoArticles.com
7. Web-Source.net
8. ArticleSet.com
9. WebProNews.com
10. Amazines.com

Good written article generally rank high in these top article directories. You will not only get backlink advantage but you will also get the traffic from these sites. People read your article, click on your links in the article & come to your website.

You can similarly submit your article to hundreds or thousands of such sites. There are article spinning software which can create 100 or more different copies of 1 article. This practice is generally not good because the articles created by spinning do not provide good value to the readers.

### **So does article submission work?**

If you want to submit articles to the top article directory then make it a practice to submit them manually. If you want to submit in other article directories then, you can use the software which can –

- Create the accounts at hundreds of article submission sites automatically.
- Provide best spinning & create hundreds of different copies of your original article. Manual + software spinning is the best.
- Submit your articles to hundreds of article submission sites and can provide you the complete status of your submitted article.

We will discuss more in our outsourcing methods about this topic.

## ■ Press Release Submission

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Similar to offline newspaper, there are thousands of online news sites where you can submit your press release. Press release submission can be used when launching a new website, a product or services, if there is any news in your company and many more events.

If done effectively, it can do a lot for your marketing campaign. Hundreds of best Press Release sites (PR sites) available online where you can submit your Press Release –

<ul style="list-style-type: none"><li>■ <a href="http://www.npr.org/">http://www.npr.org/</a></li><li>■ <a href="http://www.betanews.com">http://www.betanews.com</a></li><li>■ <a href="http://www.directionsmag.com">http://www.directionsmag.com</a></li><li>■ <a href="http://www.prlog.org/">http://www.prlog.org/</a></li><li>■ <a href="http://www.downloadjunction.com">http://www.downloadjunction.com</a></li><li>■ <a href="http://www.24-7pressrelease.com">http://www.24-7pressrelease.com</a></li><li>■ <a href="http://www.pr-inside.com/">http://www.pr-inside.com/</a></li></ul>	<ul style="list-style-type: none"><li>■ <a href="http://www.indiaprwire.com/">http://www.indiaprwire.com/</a></li><li>■ <a href="http://www.businesswireindia.com/Bus...submission.asp">http://www.businesswireindia.com/Bus...submission.asp</a></li><li>■ <a href="http://www.pressreleasepoint.com/india">http://www.pressreleasepoint.com/india</a></li><li>■ <a href="http://www.made-from-india.com/press_release.php">http://www.made-from-india.com/press_release.php</a></li><li>■ <a href="http://www.indiaprline.com/">http://www.indiaprline.com/</a></li></ul>
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Most of the PR sites are free to submit your Press release. While creating a press release, just check the 5 important elements that you have to prepare for press release-

- Title
- Summary
- Body
- About the company
- Press Contact

## Social Bookmarking

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Social bookmarking involves saving bookmarks (web addresses) to a public Web site such as Digg or Del.icio.us so you can access these bookmarks from any computer connected to the web. Your favorite bookmarks are also available for others to view and follow as well, hence the social aspect.

Just create a free account at social bookmarking sites & bookmark all your pages on these websites. Other people can see your bookmarks and they can also bookmark the same. This way, it can go viral provided the links are very useful so that people can bookmark & share the same.

Some of the popular bookmarking sites are provided below –

- |                                       |   |  |
|---------------------------------------|---|--|
| 1. <a href="#"><u>Digg</u></a>        | 2. <a href="#"><u>Furl</u></a>          | 3. <a href="#"><u>Spurl</u></a>        |
| 4. <a href="#"><u>Del.icio.us</u></a> | 5. <a href="#"><u>BlinkList</u></a>     | 6. <a href="#"><u>BlinkBits</u></a>    |
| 7. <a href="#"><u>StumbleUpon</u></a> | 8. <a href="#"><u>Blogmarks.net</u></a> | 9. <a href="#"><u>Shadows</u></a>      |
| 10. <a href="#"><u>Reddit</u></a>     | 11. <a href="#"><u>Ma.gnolia</u></a>    | 12. <a href="#"><u>Raw Sugar</u></a>   |
| 13. <a href="#"><u>Squidoo</u></a>    | 14. <a href="#"><u>Simpy</u></a>        | 15. <a href="#"><u>Yahoo MyWeb</u></a> |

So create an account & bookmark all the pages of all your sites. Remember don't spam these sites otherwise they can delete your account.

## Forums

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Forums are a place where you can learn about subjects everyone is discussing and share your knowledge. You can ask the questions and reply to the member's question.

E.g. there is a forum on Google AdSense tips. Here different people will share their views like how much & how they are making money from AdSense. Some people get the problem in using some settings can ask in the forum and someone already know, can reply to his question.

However, many people think it's a place where someone can just drop links to their sites and leave. Rather than helping you, this will give you a bad reputation.

Gaining links from forums is possible. However, there is a proper way of participating in forums to get this reward. Here are some tips before you take the link from forum.

- Read and obey the rules of forum
- Introduce yourself
- Fill out your correct profile
- Share your knowledge with others & give reply
- Visit as often as possible
- Ask Questions

Finding a forum in your niche is easy. Either you can search the forum in Google or other forum finder sites.

If you want to search in Google, just type your niche or category + forum.

e.g. if your niche is Samsung Galaxy S2 then you can search like –

- Samsung mobile forum
- Samsung galaxy forum
- Mobile forum or many similar keywords.

You can also search forums in sites like <http://www.theforumfinder.org> or <http://boardreader.com>.

## **Govt. & Edu Sites**

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Government sites & educational sites are considered high authority sites because they belong to Govt. & educational institutions. Visitors trust these sites a lot.

Getting links from these sites are really difficult. Sites with domain extension like .gov, .gov.in, .gov.uk etc are govt. sites and sites with domain extension like .edu, .edu.in, .edu.ca etc are educational sites.

Believe it or not, there are some government sites that have a regularly updated blog which allows comments. This will take some time to research but it is definitely worth it if you can find some. Most of the blogs you will find are "no follow" however there are also some "do follow" blogs dotted around too. Either way, the link is definitely worth it, so make sure you post relevant comments!

### Here are the steps to create a backlink in Govt. & edu blogs:

1. Enter your name. This will be your anchor text for your link. If you see that others have left a comment with their keywords, then you can use your own keyword in the name field. If you see that there are no 'keyword names' then just go with your name or a pen name.
2. Enter an email. It's not necessary to leave your real email.
3. Website. This is where you place your URL of your site.
4. Leave a thoughtful comment based on the actual topic of the post/page.

### How to find .edu blogs:

Here are some of the easy ways to find .edu WordPress blogs through Google. Just copy the exact strings as given below in Google & find the edu blogs.

- site:.edu "powered by wordpress" "comment"
- site:.edu inurl:blog "post a comment"
- site:.edu inurl:blog "post a comment" -"comments closed" -"you must be logged in"
- site:.edu "post a comment" -"comments closed" -"you must be logged in"
- site:.edu "no comments" +blogroll -"posting closed" -"you must be logged in" -"comments are closed"
- inurl:.edu "no comments" +blogroll -"posting closed" -"you must be logged in" -"comments are closed"
- site:.edu inurl:blog "comment" -"you must be logged in" -"posting closed" -"comment closed"
- site:.edu "Leave a Reply" "Name" "Mail" "(required)" "Website"

- site:.edu "Leave a Reply" "Name (required)" "Mail (will not be published) (required)" "Website"
- site:.edu "Leave a Comment" "Name" "Website"

### How to find '.gov' blogs:

Here are some of the easy ways to find .gov WordPress blogs through Google. Just copy the exact strings as given below in Google & find the .gov blogs.

- site:.gov "powered by wordpress" "comment"
- site:.gov inurl:blog "post a comment"
- site:.gov inurl:blog "post a comment" -"comments closed" -"you must be logged in"
- site:.gov "post a comment" -"comments closed" -"you must be logged in"
- site:.gov "no comments" +blogroll -"posting closed" -"you must be logged in" -"comments are closed"
- inurl:.gov "no comments" +blogroll -"posting closed" -"you must be logged in" -"comments are closed"
- site:.gov inurl:blog "comment" -"you must be logged in" -"posting closed" -"comment closed"
- site:.gov "Leave a Reply" "Name" "Mail" "(required)" "Website"
- site:.gov "Leave a Reply" "Name (required)" "Mail (will not be published) (required)" "Website"
- site:.gov "Leave a Comment" "Name" "Website"

These are some of the successful link building methods you can use for all your blogs & websites. You will begin to experience the traffic within 2-3 weeks of using these methods.

However there are many things you need to remember for a powerful link building strategy. Google is getting more and stricter. Doing the link building right way will ensure you a steady traffic from Google.

### Just go through some tips here -

- 1.** The first thing to keep in my mind is build the link slowly. If your website is new, make sure you don't build more than 4-5 links per day. After 1 month 8-10 links per day. After 3 months 20 links per day like this. Google will be suspicious if you create hundreds of backlinks. The most important thing is, if your domain is Exact Match Domain then you don't need to build too many backlinks.
- 2.** Make your on-page SEO is very strong. Google on-page SEO + exact match domain can reduce your link building efforts.
- 3.** Diversify your link building across different methods. You must use all the different ways of link building to make a power link building portfolio.
- 4.** Build links for all pages on your site and not only for home page. Create around 40% links for homepage & remaining links for all other article pages that you created on your WordPress site.
- 5.** Build a mix of dofollow & nofollow backlinks. Install NoDoFollow add-on in Mozilla Firefox. Just search '**NoDoFollow**' in Google & then install this in Firefox. After installation, right click on any page & click NoDoFollow & it will show you all the Nofollow & dofollow links on that page.
- 6.** Getting few links from high pagerank sites are better than hundreds of low pagerank sites. High page rank & low Alexa rank is better. Install **SEOquake** on your Firefox browser which will tell you the Pagerank (PR) and Alexa Rank for all the websites you visit. You can download SEOquake here - <http://www.seoquake.com/>
- 7.** Try to get more and more links from articles on your niche. If you are writing about health, taking the links from other health site is much better than a site which writes about politics or other different topic.
- 8.** Never spam & never use black hat techniques. Google hate such methods. Once you are found doing this, it can penalize your site.
- 9.** Never take any link from adult, casino, gambling sites etc.
- 10.** Never create duplicate contents. Neither for posting on your site, nor for creating backlinks.