

# AdSense Blueprint

***"Simple Step-By-Step Blueprint Showing You  
How To Earn Money With Google AdSense"***

By

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Shameless plug in 3.....2.....1



Interested in "offline" niche...helping local business owners market their business online? Good, cause I have something for you.

**Check out...**

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- **Lead Generation Reports**
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- **Getting Clients Report**
- **Quick Start Guide**
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**All ready for you to slap YOUR name on so you can get started today.**

# First Things First

Keep in mind this is not the end all be all AdSense course. You don't have to follow everything here to a tee. If you know of better techniques or ways to do things, by all means do it! Just because you read something here, or anywhere for that matter, does NOT mean it is the only way to get to your end result...making money with AdSense.

I like to keep things simple. There really is no need to complicate things. The main thing here is to find niches with low competition but yet enough search volume to make you money. Once you build one site and get it ranked and earning money, you move onto another site. You do this until you have an arsenal of sites all contributing to your bank account. You may not make much on each site. But if you have 30 sites all making you a few bucks a day, then it really starts to add up.

So it all comes down to proper keyword research, buying a keyword rich domain, creating a small website with proper SEO, get backlinks to the site, and then lather, rinse, repeat.

That's basically it in a nutshell. Ok, that's all. Thanks for reading. :)

## Getting Started

After reading this guide, go download either the SEO Quake Firefox plugin or the SEObook toolbar. These tools are essential for what you are going to be doing. You can find more SEO tools from the links in the SEO Tools section just a few inches down from here.

If don't already have a Google AdSense account, you can sign up by clicking [here](#). NOTE: You will need a decent site already so Google can take a look at it and approve you. Or not. Read their guidelines on what it takes to get approved. It's real simple.

## Hosting

If you don't have a hosting account, you will need to get one. I personally use [HostGator](#) and have never had any problems. I pay something like \$9.95 a month. When the time comes and you run out of bandwidth, you will have to upgrade your hosting account. If you do a search online, you may be able to find a coupon code to use to get your first month of hosting for a penny. That's what I did when I first signed up.

Also, you want to have cPanel with your hosting account. This will allow you to be able to install WordPress in about 1.458 minutes...if WordPress is something you want to use for your site. HostGator has cPanel, by the way.

## Domain

I was using [GoDaddy](#) for all of my domain purchases. Just recently I learned about buying a domain through [Google Apps](#). Your domain is actually given to you by GoDaddy, but it's only \$10 per domain with FREE private registration when you buy it through Google. If you go to GoDaddy.com you have to pay extra for private registration. I think it's like another \$8. It's not much but it starts adding up when you start purchasing a bunch of domains.

# SEO Tools

Download one of the following. They essential do the same thing. So pick which one you think you'll like better.

[SEO Quake](#) – Plugin for Firefox

[SEObook Toolbar](#) – Has a whole list of tools you can use as well.

## Basic SEO - Tips

- Keyword rich domain
- Obviously go for the .com first
- If .com is taken, either grab .org or add a word to the name.\*\*
  - **Example:** www.BlenderReviews.com is taken so you can try  
www.BlenderReviewsOnline.com
- Use keywords in title, H1 tag, and sprinkled throughout page (2-4% keyword density).

By the way, here is a neat little domain checking tool. It instantly gives results as you type.

[PCNames.com](#)

\*\*I have found that a lot of times www.keyword.com is taken. So again, either add a word to it or select the .org version. I'll sometimes just add hq (headquarters) to the end of the domain. Or add something small so I can get the .com rather than the .org. Again, it doesn't really need to be this cool, perfect domain. Your #1 priority is getting the keywords in it. All of your traffic will be from clicking on links, so making it very easy to remember or having it make total sense isn't as important as the keywords.

It really doesn't matter as all of your traffic will be from people clicking on a link, so your domain doesn't really need to be that easy to remember. Just make sure your keyword phrase is in the domain. If you do add a word, add it to the END of the domain.

**What about dashes (hyphens) in the domain name?** This is something where you'll hear both sides of the argument....some say don't do it some say it doesn't matter. So it's hard to say for sure on whether or not to use them. I'd just add a word to the end of a non hyphenated .com domain and move on.

I've ranked well with hyphenated domain names. But with that being said, nowadays I just do my best to use a non hyphenated .com name. Again, just add something to the end of the keywords.

# Keyword Research – Checking Competition

**Keyword Research** – Like I said in the beginning of this course, the whole trick to making decent money with AdSense is to go after the low hanging fruit. You want to find keyword phrases that have a decent search volume but little competition.

I personally look for at least 1,000 (give or take) EXACT searches a month. You can go lower if you want. But you don't want to go too low and not get enough traffic to make any money. Then again, you can make some easy money with a term that only has a few hundred exact searches a month. So it's up to you as to how many you feel is enough. I like to see at least 1,000 exact, but I have gone lower.

About using broad, phrase, or exact match when checking traffic stats...I personally use [exact] match. But I know others who use "phrase". And I'm sure others will debate that you should use broad. This debate has and probably always will go back and forth as to which is best. Me personally, I'd rather just use exact since it gives the lowest number. I'd rather underestimate than overestimate.

**Competition Checking** – Some tools will tell you whether it will be easy or difficult to dominate the SERP (search engine result pages).

[Google Free Keyword Tool](#)

[Market Samurai](#) – 12 day free trial version, after it expires you can still use the keyword tool but not any other features.

[Micro Niche Finder](#) - What I use.

[Niche Bot](#)

[Senuke](#)

My advice, do whatever you have to in order to get some niche tool. At first I was using the free Google keyword tool. But after having Micro Niche Finder, it's night and day difference! Seriously, either get MNF or Market Samurai asap. Senuke is monthly, I think \$127. MNF and MS are a one time purchase. Senuke does more though.

Regardless of which one you buy, just buy one. You will waste so much time using the Google free keyword tool that it's not even worth it.

I also do some of my own competition checking manually, after I use MNF. Just to double check things. That's where SEO Quake or the Firefox SEO plugin come into play. Those tools will tell you how many backlinks a site/page is getting.

After I check the competition, I head over to SpyFu.com to check on advertisers.

## Making Sure There Are Paying Advertisers


Check SpyFu.com to make sure there are advertisers for this keyword. Just type in our keyword phrase and hit search. See next page for screen clipping.



ENTER A DOMAIN OR KEYWORD BELOW:





xbox 360 games |

e. g. [priceline.com](#) or [dui lawyer phoenix](#) [Advanced Search](#)

DATA FROM OTHER REGIONS: USA  UK 

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? Stats For: **xbox 360 games** [view cached page >>](#)

<a href="#">Cost/Click:</a> <b>\$0.36 - \$0.87</b> 	<a href="#">Advertisers:</a> 20 
<a href="#">Clicks/Day:</a> 90.1 - 114 	<a href="#">Search Results:</a> 90,200,000 +83,900,000 (242.97%) 
<a href="#">Cost/Day:</a> \$32.35 - \$100.00 \$0.00 (0.00%) 	<a href="#">Search Volume:</a> 180 

As you can see, there are 20 advertisers. That is plenty.

Also, where it says "Cost/Click", you want at least 50 cents in my opinion. You can go lower if you want, but I wouldn't. Reason is, you won't even get paid the number you see, in this case 36 cents. I'd expect about half of that. There is NO way to tell for sure how much you will get per click. But I just assume half of whatever the lower number is in SpyFu.com.

## Note On Competition – Amount Of Pages In Google

Some people get all excited when they rank on page 1 of Google when there are a TON of competing pages. I'm talking millions of competing pages. Others get scared when they see there are millions of competing pages.

I could care less if there are a billion competing pages. This is because if the competition is weak, the competition is weak. No matter if it's 1 page or 40 million pages. So beating out millions of weak competing pages is really not difficult. In fact, I've had a Digg profile ranking in the #3 spot on page 1 of Google with 40+ million competing pages. Why, because they were all weak!

So I wouldn't even pay any attention to the competing pages numbers in the search results. I only care about page 1 and how difficult they will be to beat. I usually only look at the first few spots. Because that's where you want your site to be. So by looking at those top spots, you see what you are up against.

# Site Creation and Layout

- Header (Keyword Phrase)
- 4-5 pictures underneath the header
- Page title below the pictures
- AdSense block (336x280)
- AdSense block - blue links, gray text, black URL.
- Keyword usage (2-4%) on the front page with readability being the goal

You want to target only 1 keyword per page. Use that keyword in the title and H1 tags (if you're using WordPress, put it in the post title, that is your H1 tag).

A nice WordPress theme to use is [Bluesense Theme](#).

Also, check out [Artisteer](#) to build sites, both HTML and WordPress. It's not free but it is an awesome software!! Very easy to use.

I personally use a template that was created by someone else. Unfortunately I cannot share that template with you out of respect for the person who created it. This is because it is part of his AdSense course that he sells. Which I HIGHLY recommend by the way. Seriously, he is the man when it comes to AdSense! If you would like more info, visit his site at...<http://www.adsensemasterscourse.com/>

But basically, you want to give your readers very little options on your site. Give them good content, but that's it. Don't give them a million different things to click on. So limit the distractions on your site.

**Create Your Content** – First and foremost, you WILL have to write in order to be successful in this business. If this is something that you cannot handle or want to do, then I'd suggest picking a different avenue to make money. Probably not what you want to hear, but facts are facts.

If you absolutely hate writing content, then you can outsource the article writing. But, sometimes that can be a pain in the butt. It seems you get what you pay for in outsourcing article writing. Don't expect to pay someone \$2 for a good article. Cause it's not going to happen. Expect to pay at least \$10 for a decent article.

If you need help creating content, do some searches for the niche you are targeting and see what other's have written. Take some of that they have written and rewrite it. **Do NOT copy it, rewrite it in your own words.** Sometimes it's easier to rewrite something than to start with a blank page.

Some good places to look for content...Amazon, eBay, Yahoo answers, eHow, any type of review site. Usually all you have to do is a Google search for your keyword and you will find enough content from the first page listings.

Once you search online for other sites that are related to the keyword you are targeting, copy and paste some of the content into Word and then re-write it. **Again, do NOT copy word for word.** Re-write the content into your own words. I can't stress this enough. Seriously, I'm even using the yellow highlighter feature here, so it must be important!

You want enough content to get at least 700 words on your site.

If you are targeting product type sites, getting 700 words is fairly quick and easy. Just look for product descriptions from other sites and re-write them. Add in the features and benefits of the product. Where and/or how you can use it. Add prices if you want to. Talk about the specs. Colors available.

# Getting Your Site Indexed

You can use either a blog or a static HTML site. In my personal experience, the first HTML site I used wasn't indexed for a good two weeks. And I did the basics of getting it indexed faster. On the other hand, my most recent blog was indexed within a day. The method below may be a little extreme with all of the pinging, so if you don't want to do all of that, then obviously you don't have to. You can get indexed very quickly using a blog and doing basic indexing techniques.

- Use the basics of SEO mentioned above for on site SEO.
- Ping your site – [www.Pingler.com](http://www.Pingler.com) or [www.Pingomatic.com](http://www.Pingomatic.com)
- Get backlinks – See backlink section of this course
- Ping the backlinks
- Bookmark the backlinks and your site – Use [Onlywire](#) or [SocialMarker](#) or [Bookmarking Demon](#)
- Ping the bookmarks
- Comment on forums and have your URL in your signature. **Do not spam!!** Use [Comment Kahuna](#) (it's free) to help find blogs to post on
- Digg your site on [Digg.com](http://Digg.com) – This has worked very well for me
- Submit your RSS feed to [FeedAgg.com](http://FeedAgg.com)

It's important to note that getting your site indexed can happen in hours or it can take weeks. It depends on several factors. So if your site hasn't been indexed and it's been a few days, don't get discouraged. Just keep getting backlinks to it from high PR (page rank) sites.

To find out if your site has been indexed, go to Google.com and type in site:yourdomain.com  
If nothing comes up, your site hasn't been indexed yet.

Again, the above may be extreme for some. I've had sites indexed very fast without all of the work involved above. So use it as a guide and decide how much you want to do.

## Link Building

Getting quality backlinks is very important in getting your site ranked above your competition. Backlinks are like a vote for your website. So the more backlinks you get, the more "votes" you are getting. It's also important to get quality backlinks from high PR sites. The higher the PR of the sites linking to you, the more weight that link has.

You can use the following to build your backlinks...

- Social Bookmarking
- Article Submissions
- Blog and Forum Posting
- RSS Feed submissions
- Directory Submissions
- Create your own supporting sites/pages (Squidoo, Blogger, Hubpages, etc)

You can check your backlinks with <http://backlinkwatch.com> or within the SEO tools I mentioned above.

Bookmark your site with [Onlywire](#) or [SocialMarker](#).

You can do a [Google Blog Search](#) for your keyword and post an on topic comment which contains a single link to your homepage. Do NOT spam the forum....talk about annoying its members and you getting banned right away! Add a useful post to the thread you are commenting on. I can't stress this enough. On one particular forum I frequent I am constantly seeing people leaving worthless posts who just signed up. And of course there is a link in their signature.

You can search for forum posts using Google which contain your keyword in the title tags and post something useful in the thread. Again, don't just spam your URL or clearly it's going to get removed. It's also a good idea to make a few posts in other threads before you do any link dropping so you don't have 1 post when you do it. Like I said above, if you do, it's a good way to piss off the forum members.

## Articles

Submitting articles to article directories is a widely used tactic for generating backlinks. It's the main way I get backlinks. If you are in a niche with very low competition, then you will not need many backlinks to rank high in the SERP's. I have sites in the #1 spot with only 4 backlinks.

You want your articles to be

- 400-600 words
- Use the keyword phrase as the anchored text. Here is the code for anchor text...  
<a href="http://www.yourURL.com">Keywords</a>

Never put in your site's main keyword into those articles, only have your main keyword in the anchor text. The reason for this is because if you use your keywords, your article may rank higher in the SERP's than your AdSense site. You obviously do not want that because then you won't get people to your site to click on the ads.

A good way to get the greatest distribution of your articles and the most backlinks is to use the following technique....

Do not write about your "aluminum grill". Choose one of the most popular categories (i.e. internet marketing, weight loss, etc) and write an article on something related to that topic. Choose something you are more familiar or comfortable with.

Then simply use the anchor text of your "aluminum grill" in your author box as normal. You will receive a much wider distribution this way and many more backlinks. This is because some people redistribute your article on their site/blog. So if you are writing about something more people care about, then you have a higher chance of others picking up your article. And since your anchor text in the resource box is pointing to your site, you will get a ton of backlinks.

## Article Directories

Keep in mind there are literally thousands of article directories. But you don't need to submit your articles to 739 different directories. Just focus on the top ones. The number to the right represents PageRank.

<a href="#">EzineArticles</a> – Free	6
<a href="#">GoArticles</a> – Free	6
<a href="#">ArticleAlley</a> – Free	5
<a href="#">iSnare</a> – Paid	6
<a href="#">ArticleDashboard</a> – Free	5

<a href="#">SearchWarp</a> – Free	4
<a href="#">Buzzle</a> – Free	5
<a href="#">ArticleCity</a> – Free	5
<a href="#">ArticlesFactory</a> – Free	4
<a href="#">Amazines</a> – Free	4

There are many programs out there that will “spin” your articles so you can have many different variations and avoid duplicate content. But I just submit the same article to all of the directories. Duplicate content in the way most people think of is a myth. But that’s a whole other topic.

There is software out there that will automatically spin your articles so they are all unique and also automatically submit your articles to hundreds of directories.

I personally haven’t used any of these services yet so I can’t recommend the best one. But I have heard good things about [Unique Article Wizard](#).

You can also use [NeedAnArticle.com](#). There is a \$9.95 monthly membership and then I believe a small fee per article. But your articles are written by a real human. Not software.

## Tracking SERPs and Site Visitors

You can use [Traffic Travis](#) to track your rankings in the search engines. Their free version allows you to track up to 5 sites. Or spend time doing it manually. But why bother? Use Traffic Travis.

Use [Google Analytics](#) to track the amount of traffic you are getting. Little Tip: Put a filter on the site you are tracking to exclude your IP address. This way when you visit your site it won’t count. This will give more accurate results.

## If Your Site Targets Multiple Keywords

If you are going to target multiple keywords on your site, you want to do it a certain way. For your home page target your best keyword (most searches). Then use one keyword per page on your site. Basically, treat each page like its own site.

So the same SEO guidelines apply here...keyword in title, H1, work into content, etc.

# If You Get Banned From Google AdSense

To be honest, the following is just something I've read. I have no experience with it. So take it as you wish. For a low fee you can start a LLC, and obtain a Federal EIN. With this new EIN (and a new bank account, email address, and IP) you can obtain a new AdSense account.

Just something to keep in mind if you ever do get banned from AdSense. But just follow the rules and you shouldn't have a problem.

## Closing

Some people wonder why they aren't on page 1 within a few days. They say they have the backlinks and should be ranking better than the top spots. The reality is, sometimes it just takes time. I know it's not what you want hear. I know you just want to throw up a site and have it be in the #1 position on day 3. But it doesn't always work like that. Sometimes it will work like that and sometimes it won't.

The only thing you can do is have faith and never stop taking action. The fact is, you will never really know what site will take off and which one will be a dud. The only way to find out is to put the work in and wait. Ultimately, it's not in your hands. Sure, you can help the situation by adding content and getting backlinks. But the bottom line is, you never know how Google will react to your site.

The only way you will succeed at this is by constantly taking action and building your site to rank in the top spot(s) in the search engines.

Even if your site only makes a few dollars a day, who cares!! Get 40 sites all making a few bucks a day and you will have a nice income.

I have laid everything out for you. The next step is putting it to use.

*Keep reading...*



# Quick Start Guide

Keep in mind you can use whatever kind of site you want, HTML or blog. And if you use a blog you can use whatever theme you want. Just remember to use the correct layout....i.e. don't clutter your site with a bunch of links and places for people to click. For the sake of simplicity and to get you moving and taking action on this, here are cliff notes on getting started.

**-Do keyword research** - I use Micro Niche Finder and go for keyword phrases that are under 50 SOC.

**-Manually Check Competition** – Just looking at number of backlinks, if the top sites have keywords in domain/title/on page/etc.

**-Check SpyFu.com** to make sure there are advertisers for this keyword.

-If it seems like a niche you can rank high in and has the traffic, buy a keyword rich domain name.

-Change nameservers on the domain to point to your hosting account

-Start creating your site

WordPress – [BlueSense Theme](#)

HTML

[Artisteer](#)

-Do basic onsite SEO as described in this guide (keywords in title, H1, in content, etc)

-Ping site using [www.Pingler.com](http://www.Pingler.com) or [www.Pingomatic.com](http://www.Pingomatic.com)

-Bookmark site using [Onlywire](#) or [SocialMarker](#)

-Ping bookmarks

-Submit your RSS feed to [FeedAgg.com](http://FeedAgg.com)

-Submit some articles to [GoArticles.com](http://GoArticles.com) and [EzineArticles.com](http://EzineArticles.com) (and a few other directories if you want)

- GoArticles go live right away. EzineArticles can take a little time, like a good week or so. But they give a lot of link juice to your site when they do finally show up.

-Ping your articles – You probably don't even need to do this step.

Keep adding content everyday to your site and doing these steps over and over until you reach the top position in the search engines. Sometimes it won't take much work. Sometimes it will take a lot of work.

If need be, add a backlink or two every other week or so. But the amount of time will depend on how your page is ranking and the competition.

Lather, rinse, and repeat with another site.

**That's it! Now get to work!**

**Didn't like this report, ask for your money back. Oh wait...**

**This course was put together by Vagabond007.**  
**[www.Vagabond007.com](http://www.Vagabond007.com)**

**My YouTube page...**

[YouTube.com/user/Vagabond007dotcom](https://www.youtube.com/user/Vagabond007dotcom)

Got something to say, say it...

**Email - [feedback@vagabond007.com](mailto:feedback@vagabond007.com)**

I'm always up to something. If you'd like to be kept in the loop, and maybe even learn a thing or two along the way, head on over to [Vagabond007.com](http://Vagabond007.com)

**"Action may not always bring happiness, but there is no happiness without action."**  
- Benjamin Disraeli