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Introduction

Anybody who is either trying to make money online or wishes to make money online knows that Google's Adsense program is one of the most profitable advertising programs on the web. But it's not as simple as just creating a site or blog and throwing a bunch of Adsense ads throughout in the hopes that you'll make money hand over fist.

The Adsense system is a tricky one and does take a considerable amount of time and effort to really understand and to utilize to the fullest in order to create profitable sites and blogs. With the aid of *Adsense Airways*, the learning curve will be minimal as you'll be taken every step of the way in getting your own Adsense sites up and running and making you money.

What you can expect to learn in this super-simple, clear and concise step-by-step report will include finding a competitive niche, monetizing your site, ranking your site, and keeping your site at the top of Google. Rest assured that once you've implemented the methods in this guide, you will indeed be 'flying high' in the search engines!

So with that…are you ready for takeoff?☺

Finding A Niche

People often say to me, "*You're mad! There is no way you can tap into niches and make money online!!!*" Well I have proven them all wrong time after time. There is indeed a way and this is the way…

Finding your niche is actually rather easy. The simplest way to find a niche is to use the popular software 'Micro Niche Finder' which will give you an actual idea of whether it is truly worth creating a website in that particular niche. But since most people do not fancy spending almost a hundred dollars on software, I will show you the old fashioned way of finding a profitable niche.☺

First I would like to make a recommendation if I may. Get yourself a notebook or a pad of paper and when you see something unusual or come across something which interests you, jot it down. This will help you keep current with the niches. After you have collected a few ideas such as 'crazy colour hair straighteners', you need to plug them into the Google keyword tool. I am going to use the keyword 'kodo hair straighteners', so let's go have a look at what kind of competition we're up against.

Keyword		Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
kodo hair straighteners			6,600	4,400	
kodo hair straightners			210	210	
chi hair straighteners			12,100	1,300	
professional hair straighteners			9,900	5,400	
babyliss hair straighteners			22,200	14,800	
pink hair straighteners			22,200	18,100	
ceramic straighteners			60,500	33,100	
fhi straighteners			14,800	12,100	

If you look closely, you will notice that there are 6,600 Global Monthly Searches and 4,000 local to me. You can ignore the local searches for now, we'll be touching on those shortly.

You may have noticed that the competition seems very high. The Google keyword tool is incorrect a lot of the time in regards to the competition. I have found it best to simply visit the Google homepage and plug in the keyword to see the competition for myself.

Kodo Hair Straighteners Reviews | Hair Straighteners | Review Centre
★★★★☆ 68 reviews - Price range: £5.95
Read 68 customer reviews of the **Kodo Hair Straighteners** and compare with other Hair Straighteners at Review Centre.
www.reviewcentre.com/reviews53107.html - Cached - Similar
SeoQuake: PR: 1 | I: 0 | L: 2 | LD: 206,308 | I: 148 | Rank: 4882 | Age: Apr 07, 2000 | I: 0 | whois | source | Sitemap: no

Compare **Kodo Hair Straighteners** and best prices on Review Centre
Filter **Hair Straighteners** Reviews by : Write a new review. Brand. **Kodo**; Show all brand ...
Kodo Wet to Straight Ceramic Vented **Hair Straightener**, 1, - ...
www.reviewcentre.com/fi551-brand-**Kodo**.html - Cached - Similar
➕ Show more results from www.reviewcentre.com
SeoQuake: PR: 0 | I: 0 | L: 0 | LD: 206,308 | I: 148 | Rank: 4882 | Age: Apr 07, 2000 | I: 0 | whois | source | Sitemap: no

Shopping results for **kodo hair straighteners**
Kodo Sakarra **Hair Straightener**
£79.95 new - Ukhairdressers.com
Kodo Mikado **Hair Straightener**
£54.95 new - Ukhairdressers.com
Kodo Creative Black Ceramic **Hair Straighteners**
£28.75 new - Just Beautifully

Kodo hair straighteners: Sale on Kodo straighteners huge saving on ...
Kodo creative and Kodo Mikado. See the latest Kodo Mikado range including the **Kodo hair straightener** range. Price match service on all Kodos we have the ...
www.salonlines.co.uk/**hair-straighteners**/kodo-creative-ceramic-**straighteners**/ -
Cached - Similar
SeoQuake: PR: 1 | I: 1,800 | L: 6 | LD: 1,186 | I: 85 | Rank: 372317 | Age: Sep 29, 2000 | I: 0 | whois | source | Sitemap: no

Kodo Hair Straighteners
Review: my **hair** is thick and curly and i was looking for a **straightener** that would keep it straight through-out the day.i came across **kodo straighteners**, ...
www.ukhairdressers.com/.../kodo%20hair%20straighteners.asp -
Cached - Similar
SeoQuake: PR: n/a | I: 26,800 | L: 0 | LD: 40,410 | I: 142 | Rank: 50248 | Age: Oct 17, 2000 | I: 0 | whois | source | Sitemap

Hair Straighteners, Flat irons, GHD, Babyliss, Corioliss, Dana ...
We sell a wide range of professional salon and home **hair straighteners** including ghd(£94.50), ionic, ... **Kodo Hair Straighteners** · Quick **Hair Straighteners** ...
www.ukhairdressers.com/store/**hair_straighteners**.asp - Cached - Similar
➕ Show more results from www.ukhairdressers.com
SeoQuake: PR: 3 | I: 26,800 | L: 55 | LD: 40,410 | I: 142 | Rank: 50248 | Age: Oct 17, 2000 | I: 0 | whois | source | Sitem

Here are the top 6 sites on the homepage. I generally do not bother with anything below that as they are too far below the fold. I also have a fantastic Firefox plugin called SEOQuake which tells me the Page Rank of the websites along with the links to the domain or page.

I would like for you to concentrate specifically on the websites with the keyword in the header. You will notice that they have a Page Rank of less than 2. If you also look at the 'L' on the SEOQuake toolbar, you will notice that they have very little backlinks or none at all. This is what we are looking for which are niches with low backlinks that are easy to outrank.

Now I would like for you to look at the last link. If you'll notice, it has the best stats of all which is a Page Rank of 3 with 55 backlinks. But yet it is not ranking at the top. Why?

There is a simple explanation; the keyword is not within the title like all the other websites.

As the aim of the guide is to show you how to use Adsense as a Monetization tool, I suggest you visit SpyFu.com and check the keywords click payment and advertisers currently in the keyword category.

If you look at the above illustration, you will notice that there are 14 people advertising with Adwords for this keyword and the cost per click average is $1.08 (0.54+1.62 /2).

This is a brilliant start as we have found a low competition niche with a high cost per click and plenty of advertisers.

The Domain

You now need to check if there are any free domain names for the keyword. If the .com is taken then try .net or .org. If they are all taken then just add info onto the end of your keyword, e.g. kodohairstraightenersinfo.com. It works the same but make sure you put the keyword first within the domain as it will help you rank better.

You can purchase domain names for as little as $10 from namecheap.com.

Keyword Conclusion

We have found a keyword with 6,600 monthly views. We will hopefully achieve a click-through rate of 40% and then a click-through rate of 30-50% on our Google ads.

So looking at this closely, if we achieve a 40% click-through rate, that will leave us with the following:

6600x0.4 = 2,640 monthly visitors

2640x0.40 (average click through rate) = 1056 clicks per month.

We also have our average click payment which is $1.08.

So here the total potential for the month is $1.08 x 1056 = $1140 ±10%

I leave a give or take value, as I expect the website to operate up to 10% below the target (max) or 10% over the target.

This would leave us with a monthly min of $1026 and max of $1254

Not bad for half an hour's work, eh?☺ Now the next chapter is where it gets a little more interesting.

A Design That Works

I will keep this short as it does not need to be dragged out. Simply, I want you to use WordPress as your platform for your website. I will not guide you through the installation process as this information is readily available through Google along with step-by-step help videos which are also available on YouTube and Lynda.

After installing WordPress, install the attached theme. You can do this by going to themes and then Upload or Add new theme. Just upload the zip file attached to this download package named themeforyou.zip.

I now want you to make a decision because as you can see, you will have a banner with hair straighteners displayed. You can either remove this banner or take it into Photoshop and change it. To remove or edit, please do the following: Go to your WordPress admin panel www.youwebsite.com/wp-admin and then click on Appearance and then Editor.

You now need to go to 'Main Index Template' on the right hand column.

Now find the following within the editor:

<centre></centre>

If you wish to keep this image, you are more than welcome to use it and keep it pointing towards my website. To change the image, simply point the URL to the new location of the image within your website and change the alt to the keyword of your website. If you prefer not to have an image (which I do not recommend), please remove this whole line and click save updates.

You have now completed the design and that is all there is to it as I have already amended the coding with the design for you.☺

Monetizing Your Site

Quite frankly, this is the easiest part of the guide (although the rest of the guide is fairly straight forward). You need to apply for an Adsense account if you do not have one. If you are going to apply for one, please make sure the website is complete and a few weeks old before applying as a new customer or you will be rejected. If you do not manage to get accepted, there are many other options like Brightad and Clicksor although they do not pay as well unfortunately.

You now need to install a basic Google Adsense Plugin called WhyDoWork. Simply click on Plugins and then Add New, type Whydowork into the search engine and install as prompted. After installation, scroll down to your settings and click on WhyDoWork. This is where you need to plug in your Adsense codes to make your ads appear. Go to www.google.com/adsense and use the largest rectangle ad you can find. Try and match its look to the ad below.

After creating the ad, copy the code into your plugin as follows:

You will notice that the ad does not appear at first, it takes around 10-15 minutes. Please scroll down and set the settings as shown below:

You ad will now display with your text (which I know you have not written yet) showing around it. Do not forget to click update and wait 10 minutes to see the advert. You may still not see the ad as there is no text or content on the website so do not worry about this. You can put the ads elsewhere, although I highly recommend you keep them at the top as I have or you will lose on click-through rates.

Now you want to add a widget to your website to hold another Adsense advert. Go to Appearance and then Widgets, you then need to drag a text box into the Sidebar tab and open it, like so:

You will notice that I have another text box above this one which says 'Other Recommendation'. I have also added Amazon affiliate products to this website as a test to see if it converts but I would stick to Adsense as you are guaranteed the payment on each click, unlike Amazon.

I would then recommend that you drag the pages tab into the sidebar below the text tabs, this will help add content to your website.

Now an important thing you must not forget is that Google Adsense states in its TOS that you must mention part of their agreement within your privacy policy. I would set up the privacy policy ASAP. The plugin is called Easy Privacy Police. Install and run the program and it will automatically add a link on your sidebar to the policy.

You have then successfully monetized your website, although I would Install the Wassup plugin or use Google Analytics to gain data on individuals and bots visiting your website.

Do not click on your own adverts or you will be banned by Google.

Ranking Your Site

This section may be a little bit confusing but I will keep it as simple as possible and break it down step by step.

What are Backlinks?

A backlink is a link from an external source to your website or a certain page. If you wish to gain a higher Page Ranking for your website's front page, you must link the URL to your home page. If you wish to do internal pages then you must link to the internal pages. It is that simple.

Does my website need to be aged?

No. Your website can be a day old and rank in 1st position. Do not worry about buying old domain names as it really does not make any difference.

The First Step

The first step is to make sure that your keyword is within your H1 tags, H2 tags and H3 tags. For example:

Also take a look at the header of the website:

You can see that the keyword is in many places. This will help Google determine which keywords are the most important and rank the website correctly under that keyword.

The Content

I will now talk to you about the content that will go into your website. You are best off finding products such as mobile phones or perfumes than offering information about something that cannot be physically purchased unless you find a highly untapped niche. The reason being is that it is easy to find product reviews on the internet and turn them into our own. If you look at the number 1 ranking site for the keyword 'kodo hair straighteners' at the time of this guide being written, you will see that the website has many reviews. Simply take these reviews and re-write them.

The keyword you are targeting should appear mainly at the top of your article and then once at the bottom. Do not overuse the keyword, try and keep the density between 4-6% otherwise your website may be kicked aside by Google and counted as spam.

Here is a simple example:

Welcome to kodo hair straighteners review website, we have tons of information relating to the kodo hair straighteners and where to purchase them.

Notice how in the first sentence I have used the keyword twice? Save 1-2 keywords for the middle of the content and 1-2 for the end paragraph of the content. I have found in past experiences that it is best to write as much as you can but do not include other keywords e.g. do not add GHD hair straighteners as it will only confuse the Google bots and could mean your website is set as inconclusive as there is no real evidence of what keyword the site is trying to rank for.

You can however create a new page with a GHD straighteners post, although I would recommend you only find products created by Kodo as it is niche related. After creating your 500+ word article (don't worry if its only 450), you need to make a few amendments. For example it is a good idea to bold and underline the keyword a couple of times as this will also help Google to determine the ranking. Do not change the color of the text. Keep it black throughout.

Building the Links

It is now time to start building the links. This is not as hard as you may think. Many will tell you that it is hard to build backlinks but do remember that there are millions of websites that have the facility to offer backlinks.
This is how you leave a backlink on another website:

Html:

```
<a href="http://kodohairstraighteners.org">kodo hair straighteners</a>
```

BBCode;

```
[url=http://example.com]Example[/url]
```

There are two different types of codes that can be used. The first is an HTML code which is commonly used in blogs within the comment boxes. The second is BBCode which is found within forums. There is usually an indicator of which can be used although if there is not, just trial and change if the results are incorrect. You want to be able to click on the keyword and have it guiding to your website.

Backlinks do not have to be of high PR to be classed of value. Some lower PR backlinks are favoured over higher PR backlinks to your website as they have more value and content.

To gain the trust of Google and other search engines, it is recommended that you find a .EDU backlink or .GOV backlink. There are plenty of Government and EDU websites that allow comments. If you find one with a forum which does not allow a signature, leave yourself a visitor message with the backlink included as this will be classed as a backlink to your website.

Another way of gaining backlinks is to write articles for ezinearticles or goarticles and include your link in the author bio. You do not want the article to rank for your keywords so please make sure you only use the keyword in your author bio and not within the articles as you could find yourself in a competition with your own articles. Here is a table for you to follow:

COMPETITION	BACKLINKS ON EXISTING COMPETITION	SEARCHES GLOBALY FOR KEYWORD	TOTAL BACKLINKS NEEDED
40000	20	6000	2/DAY
100000	20	6000	6/DAY
200000	20	12000	24/DAY
250000	20	30000	45/DAY

As you can see from the table, there are a lot of backlinks needed. If you do 30 one day and 2 the next, Google will not notice as it will take their spiders a while to index all of your backlinks, meaning they drip feed them, so you will get an even spread of backlinks to your website.

Another way to gain backlinks is to hire someone to do the backlinking for you which is feasible for those who lack the time to do it themselves. To check the backlinks to your website, type your domain name into Google and check the SEOQuake. You will find that it may come up with 1 backlink for example and you could have spent days making 100s of backlinks. Do not worry, Google can see them but it just takes a while for them to be added to the backlink finding services.

Backlinking is the essential part of getting your website to a higher place. Try and gain at least 1 backlink a week from an EDU site or GOV site, although if you are looking at higher competition, many more will be needed.

Video Sites

Video sites are also another popular method of creating backlinks and general traffic without the chance of your backlink being removed. Just add your backlink in the description of the video box.

Keeping Your Site At The Top

This is the easiest part of the process. When your website has reached its peak and is No 1 or lower, it does not matter as long as it is above the fold. You will obliviously want to make sure it stays there and the best way to do that is to add a new page related to the niche once a month and create a new article on an external website with the author bio linking back into the website. This will help keep Google interested in keeping your ranking. If the competition becomes very high, make sure you backlink as much as possible to stay ahead of the competition.

A lot of the time they will be competing like you are and trying to get the higher spot. If they realise they have very little chance because of all the backlinks you have, they may back off and not try to compete. In the same way you would if you saw a high dose of backlinks for a competing site.

In closing, I hope this guide has helped put you on the right path towards your goal in succeeding with Adsense. The more sites you make, the better. Obviously not every single site will be super successful but as you gain experience in creating Adsense sites, the sky is your limit.

All the best! ☺