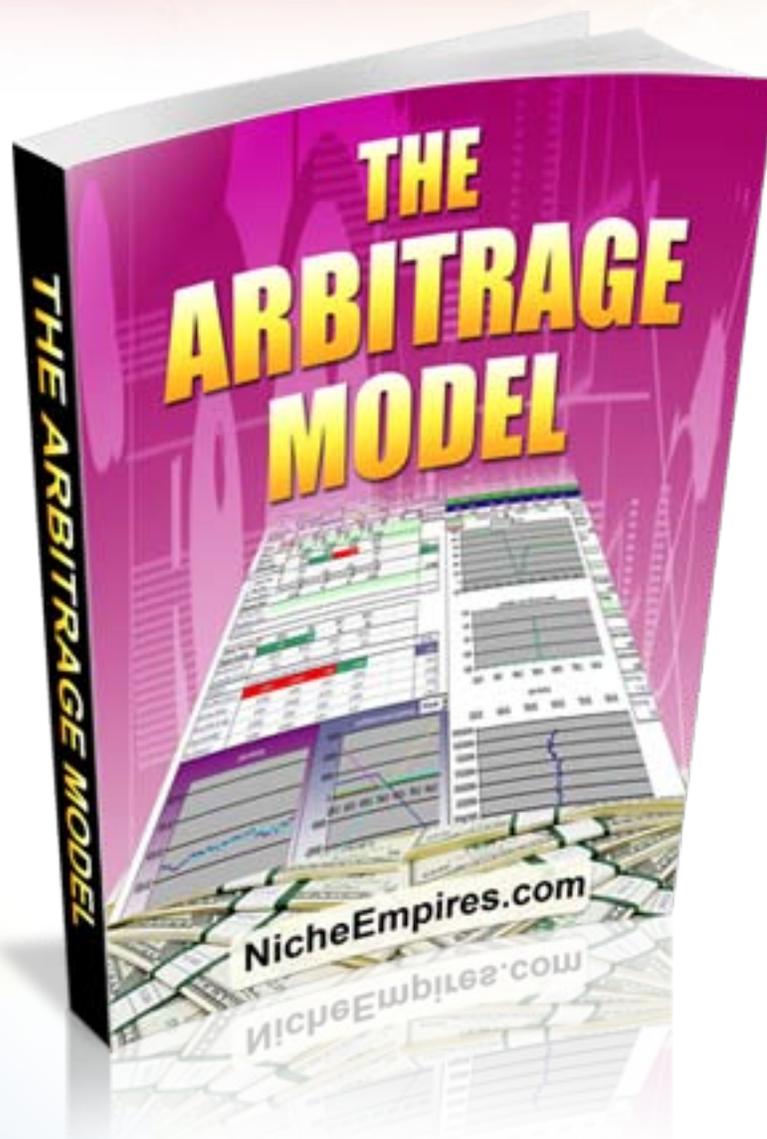


# The Arbitrage Model



The Secret that the so-called Gurus don't want you to know!!

*“This is the story of how my life changed after I discovered a simple yet effective way to make money online”*

# 1. Introduction : What is arbitrage?

The term arbitrage is the practice of buying something with a price difference in two markets. Don't worry that is just the technical term! There are many types of arbitrage in real life but what I will explain here in this guide is how to buy and sell online adverts and earning a huge profit whilst doing so.

In this guide I will show you how to profit from buying traffic from a website that directs to your site and selling advertising space on your website, using this simple technique the potential for money making is unlimited.

You may be overwhelmed by now with the technicalities but don't worry I will soon be explaining everything in a step by step fashion that will get you so excited with the possibilities of this system.

To keep things simple right now I want you to imagine that you will be soon buying a press release for just \$19 and selling the traffic you get space to someone else for \$50 in the process making \$31 in profit!!

This is rather easy to achieve on the internet in fact many people managed to profit from this system in the 1990's when google introduced adsense and adwords. Many people started getting traffic to high paying adverts via adsense on their website with that same traffic. Using this system people became rich overnight however Google found out about this and decided to ban this in fact it is very difficult nowadays to get any traffic to high paying niches either from search engines, adwords or any other system!, but I stumbled upon an even more efficient way to use this system which is even easier and less complicated.

Bidvertiser.com is the website I will be using in my examples, I chose bidvertiser.com because it was so easy to register with them, they are not so fussy about paying directly to your paypal account on time every month. Whilst I suggest using webwire.com to get traffic to your site. You may alternatively replace bidvertiser with adsense on your website instead but that is up to you.

This ebook is split into two sections....section 1 is about getting traffic to your website, whilst section 2 is about monetizing (ie. Making a profit) from your traffic!!

# SECTION 1 – GETTING TRAFFIC

## Introduction

This section will outline the methods you can use to get your press release written, submitted and published on TOP number 1 Position on google.com/news in a couple of hours.

Many people spend tons of money and countless hours trying to work out Search engine optimization, however we all know that certain search engines prefer certain 'content' against any other websites. Amongst the preferred content of top search engines lie Press Releases.

We will delve into the issue of how we can easily tap into this resource and drive tons of traffic to your websites.

## Examples of my press releases that reached number one position in google.com

I will immediately start with some real life press releases I made recently and for which I received rave reviews from Warrior Forum Members because of the fantastic results I managed to achieve:

Soon I will be explaining and guaranteeing a way of how you can get on Number 1 position on google.com/news but hereunder you will also find examples of Press Releases that managed to get to NUMBER 1 position on Google.com for highly competitive keywords and high competition for these same keywords and these press releases stood the test of time, so it's just not something temporarily. You will also in a couple of hours manage to achieve this same result with the tricks I will show you and you will also get tons of traffic to your website through the press release of course.

First let us clear something, you may ask how do I know that this press release was submitted by alyonafrendo?! No problem just open the press release itself and you will find my contact details as outlined below. I like to be as transparent in these matters as much as possible and you can check for yourself the hereunder searches on the google.com website from your own home, most probably my results won't differ much from yours.

## Example 1

Press Release : Online home business ideas and resources

Press release URL : <http://www.webwire.com/ViewPressRel.asp?ald=60807>

WebWire®

Advanced Search Search Our News

Home News by Industry Feeds by Industry Our Services Distribute Your News

## Online home business ideas and resources

WEBWIRE - Tuesday, March 11, 2008

Cynthia Minnaar is an experienced Internet Marketeer, she set up <http://www.cvns-home-biz.com> two years ago and has since had great success. The press release was submitted by me on behalf of a client. Internet Marketing can make the difference between a hugely successful business and one that languishes.

In a comment: [www.cvns-home-biz.com](http://www.cvns-home-biz.com) is committed to helping others earn a legitimate income online by offering the best Online Work At Home Ideas, genuine Internet Home Based Business Opportunities and proven Online Home Income Resources that work."

**CONTACT INFORMATION**

**Alyona Frendo**  
Ms.  
IV Media  
355982734  
[alyonafrendo@yahoo.com](mailto:alyonafrendo@yahoo.com)

Tools  
Print  
Email

Bookmark  
Delicious  
Yahoo

Share it!  
Digg  
StumbleUpon  
Reddit

WebWire

This press release managed to get on TOP Position in google.com/news in a couple of hours, but most IMPORTANT it is NUMBER 1 position in google.com out of 5 Million competitors.

All of this in just 1 Hour WORK!!!!

You could never achieve this in standard Search engine optimization tricks etc.



Online home business ideas and resources

Search

Advanced Search  
Preferences

The "AND" operator is unnecessary -- we include all search terms by default. [\[details\]](#)

Web Results 1 - 10 of about 5,350,000 for [Online home business ideas and resources](#).

### Online home business ideas and resources

Cynthia Minnaar is an experienced Internet Marketeer, she set up <http://www.cyns-home-biz.com> two years ago and has since had great success with this new ...

[www.webwire.com/ViewPressRel.asp?ald=60807](http://www.webwire.com/ViewPressRel.asp?ald=60807) - 15k -

Cached - Similar pages - Note this

### Generate Internet Income with Legitimate Online Home Business!

Also have a look at more internet **business** building **ideas** on the most effective **home business** websites, trusted tools and advertising **resources** for ...

[www.cyns-home-biz.com/](http://www.cyns-home-biz.com/) - 77k - Cached - Similar pages - Note this

### Work at Home Opportunities

The Best Rated FREE Computer **Home Based Business Resources Online** EXACTLY How to ... Setting Up Your Own Work from **Home Business - Idea** Realities! ...

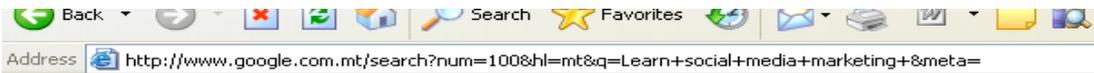
[www.freeadvertz.com/](http://www.freeadvertz.com/) - 52k - Cached - Similar pages - Note this

this press release reached TOP position out of 5 million and counting of competitors, as a result the website of my client also reached second place.

Another Example is an impressive FIRST Position out of 7 Million results!!!

The url you can check for yourself is :

<http://www.webwire.com/ViewPressRel.asp?ald=61264>



Web Stampi Gruppi Direttorju



Learn social media marketing

Fittex

Trittikija Avanzata  
Preferenzi

Fittex:  I-Internet  paġni minn Malta

Web Risultati 1 - 100 minn madwar 7,290,000 għal [Learn social media marketing](#)

### Learn social media marketing

15 Mar 2008 ... A new blog is promising internet marketers help in finding their way through all the useless hype that is today invading the internet.

[www.webwire.com/ViewPressRel.asp?ald=61264](http://www.webwire.com/ViewPressRel.asp?ald=61264) - 15k - Cached - Paġni simili

### Learn Social Media Marketing -Web Analytics- Wordpress Blogging and ...

Learn social media marketing concepts, SEO Blog **Marketing**, Wordpress Themes and Plugins, ABC of Google Analytics, Internet **Marketing** Product Reviews, ...

[www.blogpreneur.com/](http://www.blogpreneur.com/) - 60k - Cached - Paġni simili

### The Importance of Social Media

**Social media marketing** is the power of **media** channels and it is a powerful ...

[www.doshdosh.com/the-importance-of-social-media/](http://www.doshdosh.com/the-importance-of-social-media/) - 15k - Cached - Paġni simili

Just imagine how much traffic this client of mine is receiving now!!!

ial

The examples I am showing here can be verified by yourself in a couple of seconds just by entering the search item in your google.com search engine from your computer and see that my press releases are ranking so high. In a couple of minutes you will learn how to reproduce these results over and over again.

I can keep going on and on showing you examples of what I achieved, but I am pretty sure that what you want is to achieve these same results and get to know the secrets I use.....

**The Secret method I use to get to NUMBER 1 Position on google.com/news in less than an HOUR!!= GUARANTEED**

As you might already have noticed my preferred submission service is webwire.com. Other services might cost and charge up to \$400 for a press release submission wire service that is not as half as good as what webwire.com offers for a fraction of the price. In fact I suggest that you go for the lowest service they offer if you ever decide to use the paid service submission of webwire.com otherwise please refer at the end of this ebook for a list of good press release submission service that offer their services for free and believe me when I say I tried nearly all of them, I listed the best.

However for the sake of the example to get as fast as possible on TOP position for google.com/news I will be using the webwire.com service as it offers in my opinion the best service around.

So after you register, which should only take a couple of minutes, and select the "Submit a release" option you will get the submit a release menu like hereunder:

Have a look at the registration form, and later read my explanation of the terms in red which will help design a press release that will achieve notorious status in the search engines, even google.com which is known to be the most difficult search engine to crack.

# SUBMIT A RELEASE

Step 1 of

\* Required field

headline box

**RELEASE CONTENT**

\* **Headline:**

\* **Company/Organization/Event:**

If the Headline above is also contained within the Full Release below, please repeat the Headline below to avoid repetition. Within the Full Release field, you may make minor adjustments to proper layout and format. The field detects links automatically, therefore there is no need to use HTML tags or other Internet programming instructions.

event box

\* **Full Release:**

Press Release itself

**CONTACT INFORMATION**

If any part of the Contact Information below is within the Full Release field above to avoid repetition. **(All contact fields are required):**

\* **Contact Name:**

\* **Contact Title:**

\* **Contact Agency/Company:**

\* **Contact Telephone:**

\* **Contact Email:**

Contact Details

#### ADDITIONAL LINKS - (OPTIONAL)

If you are interested in placing additional links apart from those possibly within the content of your release, please use the following fields. These links will display within WebPost® and WebRelease® only. If you are distributing via our Targeted Lists and Wire Service Distribution powered by PR Newswire, please integrate these links within the Full Release area above.

**Related Links**

##### RELATED LINK #1

Link (www.yourwebsite.com):

Description:

##### RELATED LINK #2

Link (www.yourwebsite.com):

Description:

#### SEARCH ENGINE OPTIMIZATION - (OPTIONAL)

If you wish to improve how your release is indexed by the major Search Engines such as Google, Yahoo and MSN; please use the forms below to include up to five (5) keywords related to the content of your release.

##### RELATED KEYWORDS

Keyword #1: (max. 25 characters)

Keyword #2: (max. 25 characters)

Keyword #3: (max. 25 characters)

Keyword #4: (max. 25 characters)

Keyword #5: (max. 25 characters)

**SEO  
optimization.**

Continue

## **How to choose the perfect headline to attract traffic.**

This is the most important part you should take care of, experience has shown me that FOUR letter headlines are the best.

So let's take the example of the headline I used above which reads "Learn social media marketing"

At a first glance this headline is Dull, ok I agree with you, but just imagine someone searching for the highly competitive keyword – learn social media marketing which is a highly sought after text search and gets into number one position the result that shows a headline of what he himself is searching for, the user searching for this subject has no other option other than to click on this result from the google.com search engine and this will result into a highly profitable press release for you because people will follow the links in your press release (later I will outline this too) to your website and thus achieve the Traffic boost you need.

Also with the methods you will use in the next paragraphs you will also make sure that your press release will stand high in google.com/news for more sought after short-length keywords, such as "social media marketing" "social marketing" etc.

..... but before you start splashing out 4 keyword headlines and expecting to get number one position you have also got to do the following :

### **In the SEO Optimization tracks :**

At the end of the form you should find the SEO optimization keywords, many people don't use these, but you have to make sure that you use these to your advantage to guarantee top positions in google.

Always write the 4 letter headline keywords in the first related keyword and then extract one or two word keywords from the same headline keywords you used.

Thus for our example you will have the following:

1. Learn social media marketing
2. Social media
3. media marketing

There are 5 keywords but only use 3 or 4 or otherwise you will confuse the search engines.

## **The Event box:**

Many people would write some stupid things here, do not do that, you should write a two letter keyword from your heading. So to continue with our example you would write social media or media marketing. This is guaranteed to boost results for these two keywords in google.com/news

## **Related Links:**

Get your website address in the url and use the 4 keyword headline to link to your press release.

So in this case I am outlining I used “learn social media marketing” to link to the website of the client.

In your case you want also your website, which may be relatively new, to rank high also for this keyword on google.com so that anyone searching for your keywords will either go to the press release or to your own website.

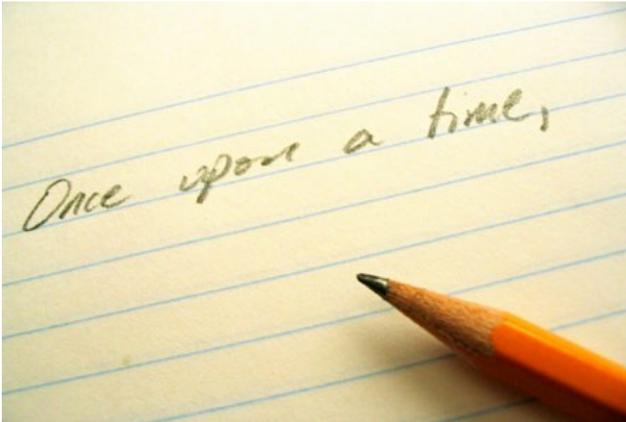


## **When can I expect Results?**

After you submit the press release expect to rank NUMBER 1 position in google.com/news for the terms you listed in the headline and in the seo optimization tracks. Most probably this should happen after only 15 minutes that you submit your press release. = GUARANTEED

You can later expect to start ranking the press release high for the 4 keyword you selected in a couple of hours and sometimes days, however this is long-term and since the main Webwire.com website is a huge Pagerank 7 website, your press release will get a good pagerank and transfer this to the links in your press release back to your website which will immensely help your website rank higher too.

## How do I write my press release effectively.



Even if you know nothing about how to write your press release effectively with the method and tips that I will outline to you, you will be writing effective press releases in less than half an hour. A good press release should be between 250 and 300 words for our purposes and the search engines will rank such a press release much higher than the other I wrote in the past with a length of more than 300 words.



### **Most important tips about your press release**

It is not how the press release is written that matters but the style.

So first you should start your press release announcing your website and adding a link to your website a [www.yourwebsite.com](http://www.yourwebsite.com) would suffice.

**IMPORTANT:** write your press release as if the user is reading the newspaper. Keep the following most important TIPS in mind.

1. Press Releases should be written in the "third person" and are written like a news story.
2. NEVER in your press release try to include "advertising" or "hard sell" language such as "Opportunity of a lifetime"

3. **NEVER** in your press release speak to the reader by including phrases such as "By doing this you will get that ..." or "Are you in need of ...".
4. **Include at least one quote.** (more about this below)
5. **Write in proper English and always spell check your press release before submitting.**

Some examples of press release openers I used, feel free to copy and paste and change to your heart's content.

***Example 1:***

A new blog is promising internet marketers help in finding their way through all the useless hype that is today invading the internet. In a no nonsense writing style (your website link here) is experiencing great success. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unloved and never to realize their full potential.

***Example 2 :***

Online Car Insurance Quotes are now easier to get in a one-stop-shop directly from (add your website link here). Requesting a quote online typically results in savings of up to \$500 per year and it will only take a couple of minutes before you can receive quotes and results.

***Example 3 :***

Alex Major is an experienced Internet Marketeer, he set up this website <http://www.nicheempires.com> two years ago and has since had great success with this new internet marketing website. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unloved and never to realise their full potential.

***Example 4 :***

Subliminal messaging technology has been helping millions of people worldwide to reprogram their mind. Chargeaudio has just launched a membership called "Subliminal OnDemand" whereby clients can benefit from subliminal technology on their computer desktop 24/7 which can be found at:

<http://www.chargedaudio.com>

This exciting new technology will allow you to regain control of your life now, you can be whatever you want to using this easily configurable software.

**Example 5 :**

For the first time ever, a top Reverse Funnel System affiliate is revealing the secrets that he used to create a high six-figure income in less than two months with the Reverse Funnel System. He has compiled these secrets into a report entitled "Reverse Funnel Secrets".

**Example 6 :**

Learn Guitar lessons online – it is now possible thanks to a new website which makes it extremely easy to learn guitar online. A quick look at this website shows that you will be learning How to tune a guitar to 'standard' tuning, How to locate all the notes across the fret board fast, How to "warm up" with your guitar, What the "fan", "palm" and "forearm" stretches are and many more, but most importantly you will learn Basic music theory which is EASY to understand. <http://www.GuitarGuide.com> has been launched with sole purpose of teaching Guitar fans worldwide a quick way to start playing the guitar rather than just learning the theory this guide will show guitar enthusiasts how to start with a hands down guide to entertain themselves and their friends with hours of guitar playing.

These examples have all been taken from press releases I wrote and that achieved high success rates for my clients.

## **The second Paragraph of your press release**

After the introduction always include a quote either by you or by some member of your organization, I also like to include a link to your website in the second paragraph

**Example 1 :**

"As adware and spyware developers are finding more and more ways of how to sneak in your computer, everyone should pay more attention to what he downloads from the internet, but most importantly one should use an adware and spyware protection program. There is no need to use a high priced adware protection software, in fact (add your website here) outlines many tips you can use to make sure that you computer remains spyware and adware free" said a spokesperson for this website in a comment.

### ***Example 2 :***

The Website owner when interviewed stated that "Overall (add your website link here) is a fresh idea for a website it is targeting a particular niche of the internet users since not everyone can afford a ferrari, but everyone can dream of having one, and with this site anyone can try to find a second hand well kept ferrari that is within his budget so this makes the website not just for the rich, but also for ferrari lovers all over the world."

### ***Example 3 :***

In an online interview the creator of guitar guide said that "Even if you are a complete new beginner and you never even touched a guitar in your hand, you should read this ebook and you will remain amazed by how fast you can pick up a guitar and get confidence in playing tunes after you read this simple step by step guide, you will get the needed self-assurance in playing in front of an audience in no time"

### ***Example 4 :***

In an online interview, Dean states "To set up a profitable business, you just have to do 3 things; attract highly targeted prospects to your website, convert these prospects into buyers and convert these buyers into repeat buyers. While this sounds really simple, the fact is it isn't! The words you choose to display on your website can literally make or break your business. Such is their importance! Business owners are only now starting to realize how important sales copy is."

In the second paragraph you can 'talk' directly to your readers with the excuse of a mini interview taking place, but in reality your aim should be to include another link in the press release so that people will click it and visit your website and as we all know More Traffic = More Sales!!!

### **Ending the press releases :**

If you are lucky enough your reader would have no need to read through to the end of the press release because you already provided two links back to your website, but just in case you didn't manage to convince him enough you should do the following,

Outline the major advantages of whatever website / product / service you are providing in easy to read sentences and later at the end of the press release include the following.

For more information please visit : [www.mywebsite.com](http://www.mywebsite.com)

**Example 1 :**

Amongst some of the topics you will read about on the blog you will find, debunked myths about internet marketing, strategies and techniques that work and a detailed analysis of products that may help any internet marketer.

In this ground-breaking blog, internet marketers will finally learn how to leverage the marketing expertise of others and instantly drive highly-targeted traffic to your website, that results in sales. The website will not just coach you in the right direction but will provide educational material that will motivate and teach you how to start earning from your online business.

For more information please visit :

**Example 2 :**

Auto insurance today is compulsory in most states. After all, a car is probably one of the most valuable assets that one purchases in a lifetime and it makes a lot of sense that anyone would insure it, especially since costs and damages after a car accident may sometimes even run into hundreds of thousands of dollars. However it makes a difference where and how you buy your policy. Online policies typically cost 20 to 30 percent less.

When thinking about car insurance you need to insure you'll want enough coverage so you can buy another car in case of theft or in case of an accident. The website itself helps potential insurers to estimate the actual cost of buying a similar car by providing online licensed insurance tools. On the website one may find tips to reduce your auto insurance premium before you start shopping around and comparing different premiums.

For more information please visit [www.autoinsurance.com](http://www.autoinsurance.com)

**Example 3 :**

..... Reverse Funnel Secrets report, reveals how you can leverage the marketing expertise of others and instantly drive highly-targeted traffic to your Reverse Funnel System affiliate site, that results in sales.

If you want to learn more about the Reverse Funnel Secrets report, please visit:  
(add your website link here)

**Example 4 :**

The ebook contains the answer to such questions as How to Get indexed by Google in under a week, How to Optimize your website for the search engines, how to Get backlinks from .edu sites, Creating Viral linking schemes and getting the most from traffic exchanges.

Top Web2.0 traffic generation techniques are also discussed in the ebook, with techniques on how to get squidoo traffic and to top the cherry on the cake the ebook also includes 3 Powerful Ways to Get Quality One Way Links to Your Website which as a stand alone report might be sold for a hundred dollars, but Nick decided it's better to let everyone know about these traffic generation secrets!

For more information please visit (add your website here)

**Tip : when previewing your website make sure the links to your website work well before you press “Submit”!**

The three key points you should keep in mind to effective press release writing.

---

1. Always make the press release writing short and compacted. Do not go overly lengthy with your press release material as we already discussed just less than 300 words is far from enough, because of the diversity in medium used.
2. The body of the press release writing can contain the detailed description of the endorsed product. You can go by enumerating all the distinct characteristics, in detailed format, the product has. You can also include some testimonial statements of those who have had actual encounter with the product. These will make a good catch to potential buyers.
3. Make use of your concluding statement to finally make an upsell. This is the chance that you need to call for an action from the prospective clients. Make sure that you end your press release as equally powerful as the beginning section of the material.

## **FREE Press Release Wire Services**

### **The Open Press**

The Open Press is a very professional website that offers the distribution of press releases for free. The free press releases will only show the release with plain text and it will only be on The Open Press for six months. In addition, they reject about thirty percent of the press releases and do not allow you to fix your mistakes and repost. However, they do have another option, press release with stars, which puts your press release on The Open Press' PRO PR section. This ranks it higher on other websites, allowing for more viewers. The minimum price for this option is ten dollars and if you would like more stars, which gives you more options, then it is around fifty dollars. Another perk is that your press release will stay on the website for a year rather than six months. The Open Press also provides you with email alerts about your press release, making it easier to track.

### **Newswire Today**

There is no fee to make an account with Newswire Today, and also no fee to send out a press release. They offer the basic options for free press release distribution. For example, your submission is published in the order it was received, with third party advertisements. However, they do have a Premium option in which your press release is published the same day, with a company logo, statistics, and no third party advertisements. The Premium option can range from ninety-five dollars to four hundred dollars.

### **My Free PR**

My Free PR offers free distribution of press releases. Its layout and navigation of this website is a little more complicated than the other sites. Every link that you click has another one that comes up, and then another one, and eventually you lose track of where you wanted to go. In addition, there is very little information about the actual website and what it can offer.

# SECTION 2 – MONETISING YOUR TRAFFIC

First you should Register as a publisher with Bidvertiser.com

This means that you will start displaying adverts on your webpage and you will earn money every time someone clicks on it



The screenshot shows a web browser window displaying the Bidvertiser website. The browser's address bar shows "Bidvertiser - Pay Per Click Advertising On Sites Of You...". The website's header features the "BIDVERTISER" logo with the tagline "SITE-TARGETED MARKETPLACE" and navigation tabs for "ADVERTISERS", "PUBLISHERS", "REFERRALS", and "COMPANY". The main content area is titled "ADVERTISERS" and includes the text "Advertise across thousands of websites on a pay per click basis". Below this, there is a numbered list of five steps: 1. Browse our categorized directory of websites, 2. Select the appropriate ones for your business, 3. Set your desired geographic targeting, 4. Set your pay per click bids, and 5. Your ads are up and running!. A link "Learn more about our pay per click advertising network" is provided. A "Sign Up Now" button is also visible. An advertisement box is overlaid on the page, containing the text "See Your Ad Here", "Place your ad on sites relevant to your business.", and "www.your-company-site.com". The background of the advertisement box shows a woman working at a computer. At the bottom of the page, there are sections for "Top Categories" and "eBay Sellers", with a placeholder "Item Title Here" visible.

An example of a text advert you can make to your website on other webpages with bidvertiser is something like this:



The arrow points on the text ads supplied by bidvertiser on this blog.

---

## Setting up your publisher account

Setting up your publisher account with bidvertiser.com is slightly more complicated but don't worry I first suggest you have a website or blog ready.

If you are knowledgeable in html or know how to use frontpage to create a website, that's great but if not... don't despair you may create a blog!

You may be asking yourself? Do I need to write articles, I am not good at writing articles!! .... Don't worry you don't even have to write one line of text, in fact if you have looked above I use articles published on ezinearticles... more about this later.

I suggest you use blogger.com to set up your blog as it is easy to use and I will outline how you can include the adverts easily on your blog.

First you have to set up the blog and write a couple of articles on it before you do apply for a publisher account.

Set up a new account with blogger.com and decide on a theme (see High paying niches below to decide what subject you will talk about)

In the blog I am using to show you how I did it I am using "debt consolidation" which is one very profitable keyword but please do feel free to use any subject you choose.

This is an example of how my blog looked once I set it up and included one article from ezinearticles:

## MAKE MONEY EASILY ONLINE!

MONDAY, JUNE 23, 2008

### debt consolidation

Are you looking to consolidate credit card or other debt? Do you have bad credit history? There are many options available online nowadays to help you consolidate your debt. Whether you are wanting to consolidate credit card debt or other kinds of debt, it can be overwhelming searching online to find the best ones for your situation. Here is a short overview of what kind of debt services are available online.

If you are looking for a loan to consolidate your debt, you will need to qualify for the loan, just like any other loan. If you have a home, you may be able to get an equity loan using your equity or even go over the appraised value of your home in order to get the financing you need

Try to make your blog look very simple do not add any fancy items that might distract the reader other from the article or the advert that we will soon be putting on your blog.

Now go to ezinearticles and using the same niche you decided on your blog just grab an article from there and paste it into your blog.

Search ezinearticles.com for the same subject you are going to talk about in your blog:

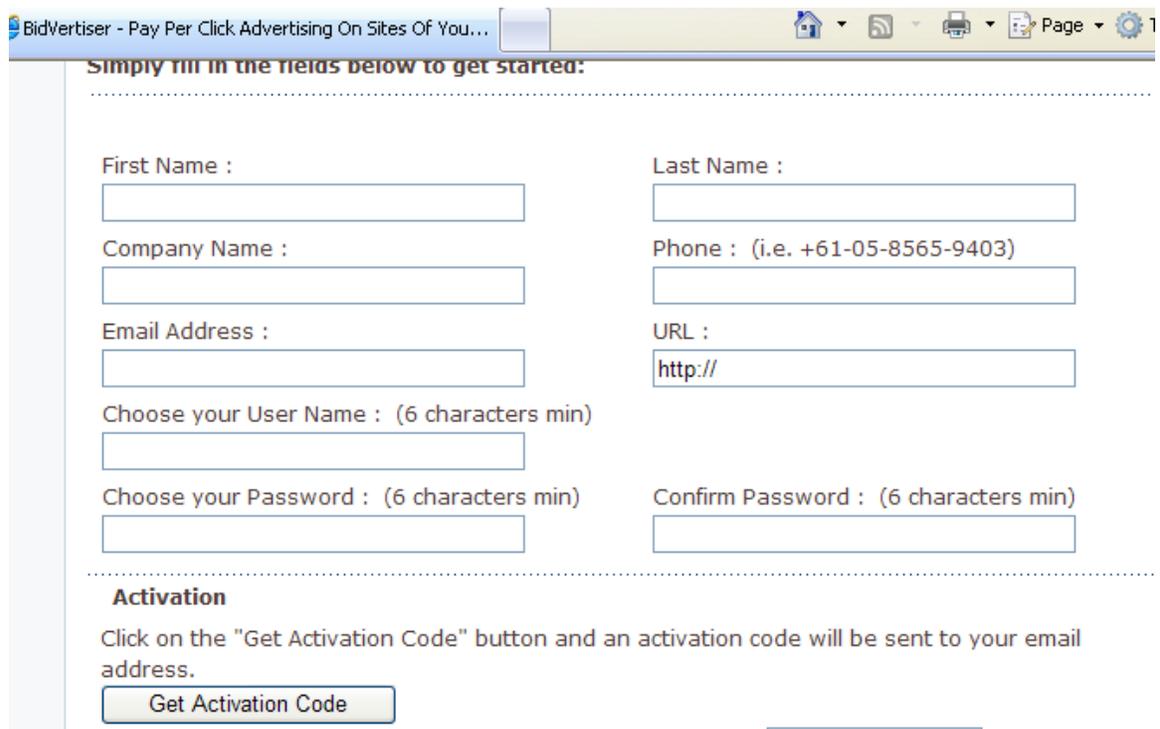


Do not change anything from the ezinearticles.com article or remove any information about the author, there is no need to break the rules that ezinearticles sets out. Just copy and paste the article in your blog

Your blog should be complete by now.

### It is time to set up the bidvertiser publisher account:

Just choose publishers/ join free from the main menu and insert your details to get a publisher account,



Bidvertiser - Pay Per Click Advertising On Sites Of You...

Simply fill in the fields below to get started:

First Name :

Last Name :

Company Name :

Phone : (i.e. +61-05-8565-9403)

Email Address :

URL :

Choose your User Name : (6 characters min)

Choose your Password : (6 characters min)

Confirm Password : (6 characters min)

**Activation**

Click on the "Get Activation Code" button and an activation code will be sent to your email address.

After you are prompted to enter the website / blog that you are going to use and to start displaying adverts on your blog / advert

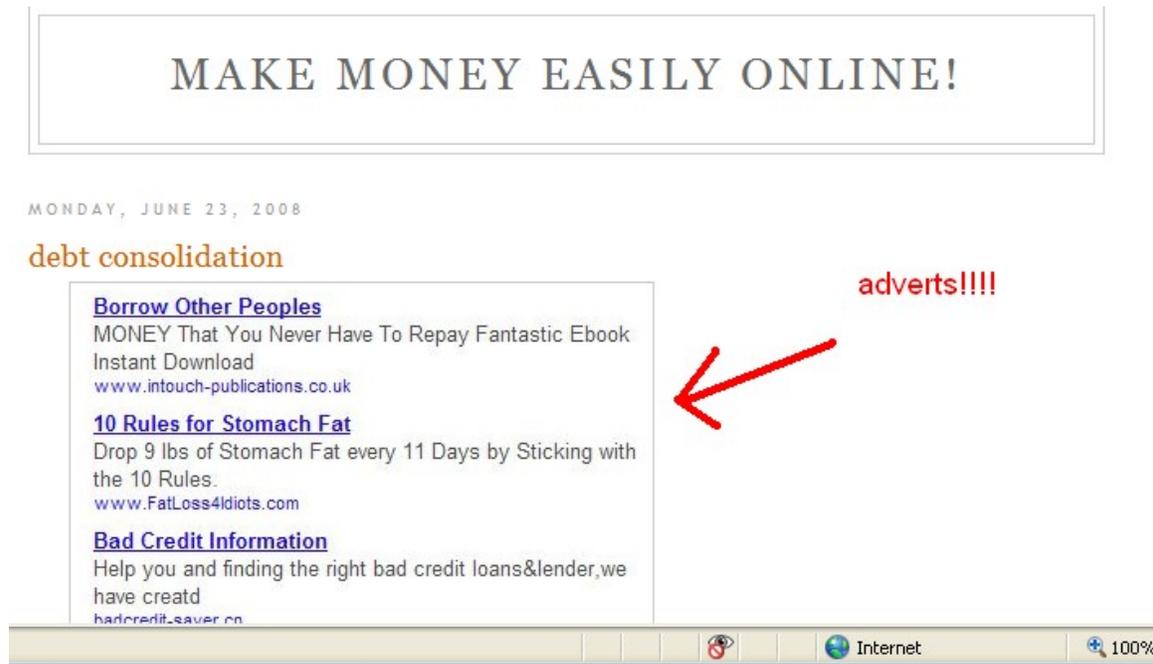
The bidvertiser.com website itself will give you these simple instructions which you have to follow

**To begin displaying BidVertiser ads on your site, simply follow these steps:**

1. Choose your ad template by clicking "Choose Template".
2. Click "Get Ad Code" to get your ad HTML code.
3. Paste the HTML code into your website where you would like ads to be displayed.
4. If needed, click on "Templates Design" on the upper navigation bar to customize the colors and fonts of the chosen template.

Choose the correct category for your type of website, after you have the codes for displaying adverts on your website / blog just copy them and insert everything in your blog.

Try to put the adverts on the upper part of the blog so people see the adverts as soon as they land on your blog or website



The screenshot shows a browser window with a blog post. At the top, a large box contains the text "MAKE MONEY EASILY ONLINE!". Below this, the date "MONDAY, JUNE 23, 2008" is displayed. The main content of the blog post is titled "debt consolidation" and contains three links with brief descriptions: "Borrow Other Peoples MONEY That You Never Have To Repay Fantastic Ebook Instant Download www.intouch-publications.co.uk", "10 Rules for Stomach Fat Drop 9 lbs of Stomach Fat every 11 Days by Sticking with the 10 Rules. www.FatLoss4Idiots.com", and "Bad Credit Information Help you and finding the right bad credit loans&lender,we have creatd badcredit-saver.co.uk". A red arrow points from the text "adverts!!!!" to the advertisement box. The browser's taskbar at the bottom shows the "Internet" icon and a 100% zoom level.

Now every time someone clicks on your adverts on your blog you get paid a commission, you can change how much each advert will cash you by clicking on "Current max bids" on your publisher account. Bidvertiser.com does let you know how

much you will be earning unlike many other publisher accounts with third party advertiser companies.



**WARNING** : Make sure you don't click repeatedly your own adverts because this is against the bidvertiser.com rules!

## High paying niches

The most high paying niches in bidvertiser at the moment are anything to do with finance, but mostly credit and credit cards, lawyers and insurance.

So I suggest you stick with one of these 3 sections at first and then you can open and explore other niches but I made money on these 3 sections mainly.

## 9. Which type of advert to use on your website – how to increase the click through rate on your website

### **What is the best place to put your advert on your blog to attract best CTR?**

At the beginning of your blog, above the fold like my blog, and to a certain extent you can also put another advert below the article as many people finish reading the article and then click somewhere.

Do not put a huge amount of adverts on your website, a maximum of 2 blocks is enough. Perhaps one at the beginning and one at the end

### **What type of advert should you use?**

I tried and tested all sort of forms of adverts, rectangular, small, large, tall, short but I found the SQUARE one to perform best.

Remember to look at my blog... and copy me !!!

## Final Tips

### **Keep an eye on your statistics at first :**

Remember to keep an eye on the statistics at first and later you can set up as many websites and as many campaigns as you want.

### **Rinse and repeat!!!**

When you are pretty sure that your website is doing profit on a constant basis, just decide on another niche (or the same niche) and start the process all over again to make as much money as you want.

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### **Disclaimer :**

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