Quick Guide To

SEO *for*

Adsense
& Affiliate
Programs

Quick Guide To SEO For Adsense And Affiliate Programs

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Table of Content

Introduction

Dear Affiliate Friend,

At first, I just wanted to write a simple article on how to build affiliate websites and target search engines as a source of traffic. But one thing led to another, and before I knew it I have more than 20 pages for the *article*.

I recommend **James Martell's ebook** to anyone eager to learn about affiliate programs and promoting it with SEO (Search Engine Optimization). It's fantastic, and for just $167, it's worth every penny. I realize that $167 may be a bit deep for some pockets, and that's why I have this ebook. It's a clear-cut, "straight to the chase" guide on affiliate marketing and SEO.

I'm not a pro, a guru or even a full timer on this (yet). But I *do* have a few profitable websites on paintball, computer cases, Swiss Army and a few more that I built using the exact strategies outlined in the next few pages. I divide them into 9 simple steps for you to follow. I don't really know how to talk hype, BS and put fluff in ebooks. What you'll get is straightforward information on what to do and how to do it.

If you follow this closely, you'll have a website loaded with search engine traffic in 90 days. I hope you'll learn from this little book … and start to claim your rightful share of money on the Internet. *Be on the lookout for the **HOT TIPS** in yellow boxes.*

Final words - I like receiving emails from people who read my books. Most people never email me back though but that's OK. If you want to chat further about this, you can just drop me an email at feedback@AdsenseSEOGuide.com

Iszuddin Ismail aka Kidino

Consider visiting my other websites

http://MoneyClicking.net ~ Free tips and tricks to web building for Internet marketing
http://DIYMiniSite.com ~ Free minisite video and templates
http://WOWPopUp.com ~ Create cool unblockable DHTML pop-up

STEP 1
Looking for Website Ideas

The first thing I would do is go to the Overture "Search Term Suggestion Tool" here: http://inventory.overture.com/d/searchinventory/suggestion

There I would type in anything that I can think of. I normally start with a general keyword like "computer", "chair", "bed", "curtain" or anything like that.

The tool will also show other key phrases derived from the main keyword. For example, entering "computer" in the tool will also show search counts for "notebook computer", "computer game", "computer humor", "desktop computer", "dell computer" and more.

I will be on the lookout for something **specific** but **high in traffic**. Running through the list generated, you may find something you've never thought of before, and it just may be the goldmine you're looking for.

Let me share a personal experience. Going through the computer list, I found "computer armoire". At first I didn't know what it was. I soon discovered that it meant "computer furniture" for storing your computer away.

Another example is where I found a well-known brand name for a paintball product that is frequently misspelled, known as *Tippmann*. Although many searchers got the spelling right, an almost equal number searched for *Tippman* instead (with one N).

My computer armoire website doesn't really get much traffic but it *does* give me about $2 a day from AdSense. The Tippman website is doing the same, at about $2 per day. And at times, I also get commissions from affiliate programs.

HOT TIP: I would normally go for keywords with more than 1000 searches. Keep a list of your selected keywords together with the search count. I use Excel to manage the list, with one column for the keywords and another for the search count.

STEP 2
How's Competition?

With your keyword list, you are going to analyze the competition.

I would type in the keywords individually at Google and look at the number of websites already listed for that keyword. You can gauge this by looking at the sentence that reads *"Results 1 - 10 of about 496,000 for …"*

In this example there's 496,000 websites listed. I'll take that and paste it in my Excel keyword list next to the search count. Now my list has columns for keywords, search counts and listed websites.

Just do this for all the keywords that you have in your list.

When you're done, you can start to look for keywords with more than 1000 search counts and less than 500,000 listed websites. If you are extra confident, you can even go for keywords with less than 1,000,000 listed websites.

With the ever-changing search engine ranking algorithm, you may also want to check out how good the first 10 websites really are. You can check out how many incoming links they have and see how high their Google PR (PageRank) is.

To check how many incoming links a website has, type "site:domain-name.com" into the Google search box. To check the Google PR of a list of websites, try the tool available at this website – http://pr.blogflux.com/index2.php

But sometimes, I am just so lazy that I skip the incoming link and Google PR thing. I do that especially if I found a keyword with less than 200,000 listed websites on Google.

> **HOT TIP:** For a more thorough keyword research and spying on your competitors, I recommend that you check out SEO Elite. Though actually a tool to help you with link building, you can also use it to check who's linking to your competitors, and what keywords they are linked with. You can even check Pagerank, number of site linkings and more – **http://www.SEOElite.com**

STEP 3
Is there Money in the Idea?

Before you go about building a website, what I want you to do next is look at the available affiliate programs.

If you're trying to look for affiliate programs, try typing in searches like "product affiliate program" in Google or any other search engines.

You can also go through the client list at CJ.com, Linkshare, Share-A-Sale or DarkBlue. In case you're not familiar with these names, they are known as "affiliate program managers" or "affiliate networks". Merchants go to these networks to create affiliate programs for their online store.

Below are the URLs for you to check out:

- http://linkshare.com/clients/index.shtml
- http://www.cj.com/clients/
- http://www.shareasale.com/out-programs.cfm
- http://darkblue.com/advdirectory/index.htm

If there are no affiliate programs for that topic, try playing around with the related keywords on Google. What you're looking for are some ads on AdWords. If Google shows ads when you type in the keyword, those ads may appear on your website too. So there's another way that you earn some money with your future website.

You can register for an AdSense account over at Google's website. Just go to http://www.google.com/adsense.

If you can't find any affiliate programs, and you see no ads appearing on Google, put that website idea on hold for a while and move on to the next website idea.

In case you are not familiar with affiliate programs or Adsense, when joining this program, you will get some code to put on your site. For affiliate program, you will get codes for links. When website visitors click on that link, they will be taken to the merchant's site while carrying your affiliate ID. That way, they can track that you referred the visitor, and award you the commission should any sales occur.

As for Adsense, you get a code to display ads on your website. When website visitors click on the ads, you will get some money. I need to warn you – don't click on your own ads. They can track that and that can get you in trouble.

STEP 4
Expanding the Idea

Now that you have a website idea, what you need to do next is **expand** on that idea. Let say your website is about "insulated mug". I found that keyword when I tested "mug" in the Overture tool. At the point of writing, the search count on Overture is 1028 and the listed websites on Google are 953,000. That qualifies the rules in Step 1 and Step 2.

At this point we know that we'll be focusing on "insulated mug" as the main keyword of the website. For the rest of this ebook, we will use this "insulated mug" example to build your website. But you can't just build a website about insulated mug. 1028 potential visitors per month is **too small** to build a website on. So you will need more keywords. Let's expand the idea.

At this point, we are looking for extra keywords to put in the website that will bring in extra traffic. It's not important that keywords at this stage qualify for the Step 1 and Step 2 rule, so just harvest as many related keywords as possible. However, if you *do* find keywords that qualify into Step 1 and Step 2, it's even better!

Go back to Overture Search Term Tool and this time around enter the keyword "insulated mug". You'll have a list of other keywords that has insulated mug in them. We can consider all these for the website.

When I entered "insulated mug" at Overture Tool, I was interested in other related keywords such as "coffee mug" and "travel mug", so let's consider keywords derived from those two main keywords in the project as well.

As I researched deeper I found keywords like custom coffee, promotional coffee mug, ceramic coffee mug, personalized coffee mug and promotional travel mug that also have good chances of ranking high in the search engines.

What else can you do to expand the idea? Now consider this – an insulated mug is like a thermos or flask, right? Why not consider those two keywords as well?

When I dug deeper with thermos and flask, here are some related keywords that I found:

1. Starting with the keyword "flask", I found:
    a. whisky flask
    b. water flask
    c. thermos flask
    d. drinking flask
2. Starting with the keyword "thermos", I found:
    a. coffee thermos

b. thermos bottle
c. thermos cup
d. Aladdin thermos
e. soup thermos

You can even go to eBay or the affiliate program that you are joining to look for specific brands related to the keywords that you targeting. *Aladdin* is a popular brand in this area. They have insulated mugs, thermos and flasks.

By now you should have harvested enough keywords for your website, so let's get into building it.

STEP 5
Writing Content for Your Website

You may think that you're ready to build your website. Of course you can do that, but why not have content ready for it first?

Go back to your keyword list and have a good look at it. Now start with the keywords that **do** qualify for Step 1 and Step 2. What you need to do now is **write articles** for those keywords.

You should have at least one article for each keyword on your list.

This might be difficult for some, especially if English is not your mother tongue. Even if you speak English everyday, you may not know what to write about. Maybe you know nothing about insulated mugs.

I will talk more on how to handle not being able to write – but for now let's tackle the problem of **not knowing what to write about**.

What do I write about?

This is pretty simple process, making it easy to be taken lightly. Just make sure that you don't, because if you do this process right, this is where the magic is.

Since we are targeting those keywords on the list, it's important to have articles written. If you know nothing about them, you can start educating yourself. Here's a few ways to get into the mood of the products that you will be promoting.

I normally start by visiting the websites that sell the products or services that you are promoting. You should be able to see the range and types of that product, and you will start to understand more about it later. You can also go to eBay and read what people are writing about when advertising similar products.

Another thing that you can do is visit websites of the product manufacturer. Download the brochures, read the technical specifications. Read about the advantages of those products.

You will start to understand why people like such things, how do they use it, and why is it so good. You can also look for reviews on that particular product. I've even gone to the extent of **buying a book** about the topic that I am writing about and it has paid me many times over.

Going through this process is actually getting into the minds of the consumer or your target market.

You may think that it's not important, but this is the exactly what copywriters do. Don't believe me? Try reading well-respected classic copywriting books such as "The Ultimate Sales Letter" by Dan Kennedy.

I know that we are not writing sales letters here, but just understanding your consumer helps a lot at persuading them to buy the product that you are promoting.

HOT TIP: If you don't know what to write about – look at eBay.com, available magazines & books on the topic, ask experts, surf to merchants' websites, and surf to manufacturers' websites. You'll soon have more things to write about than you can handle.

OK, let's get back to the technical side of things.

There are **two types of articles** you can write. The first one is a **general article**, which contains keywords from your list. You write about what they are, how people use them, and so on. You can even write useful information like how to care for them, buying tips and how to use them properly.

General articles can attract traffic and even free incoming links, especially if you share very good information that is worth sharing around.

The second type of article is the **product article**. This is where you write about a specific brand or model of a certain type of product. To stay on track, try to keep your writing within the products offered by the affiliate programs.

You can write reviews, personal experience, and even your neighbor's experience. With good **pre-selling**, product information web pages are the web pages that will generate sales.

HOT TIP: Your website should contain two types of webpages – general articles and product information. General article will attract traffic and product information will generate sales.

I just can't write…

You should know what to write by now. Earlier I talked about handling the problem of not being able to write. I understand that some can't write good English or just can't write well at all.

If you can, just write the articles yourself. If you can't write, just outsource it. I started writing my own content even though it was lousy, had bad grammar and typos everywhere; and the money still came in. However, if you really can't or don't have the time, you can just get a good friend to write for you.

Maybe you can have an agreement with your friends, where you handle the website and marketing while he / she handles the content. Later, you can split the profit evenly.

Of course you can also just pay your friend or any other person for the content.

It's no longer a secret that many people get others to write for their websites. If you'd like to do this, I suggest that you start with someone close. I started with a friend, and paid her $10MYR per article (about $2.65USD) for 20 articles. For her second assignment, I paid her $15MYR per article (about $3.95USD).

If you can't find anyone nearby, you can try freelance marketplaces on the Internet like eLance.com (http://www.elance.com) and Rent a Coder (http://www.rent-a-coder.com) .

I have never outsourced online because I can always look for a friend to do it. But I heard that the normal rate on the Internet is somewhere around $4USD to $10USD per article. If you're hiring a professional writer, they may even charge you $35USD per article.

How much content you should have? I would say that you could just write as much as you can. Remember my Tippman website? It has only seven pages. On the other hand, I also have websites with 30 pages. Some affiliate marketers have websites with 200 to 500 pages. So it's really up to you. As long as you have things to write about, keep going.

If you have limited things to write about, you can even start with five pages or maybe 10 pages. And then you can keep adding new content to the website. With all these tips, you should be able to come up with a few good articles.

HOT TIP: If you really can't write, partner with a friend or an expert and split the profit. Or you can even pay others to write for you. You can go to eLance (http://elance.com) or Rent-a-Coder to (http://rent-a-coder.com) offer projects to freelancers.

STEP 6
Building SEO-friendly Website

Now we can go into **building your website**. By now, you should already have your content ready. All that you have to do now is get a template, paste the articles in individual web pages, and link them together with a menu.

On top of that, the website that you build has to be SEO-friendly. This means that the website is **optimized** to rank well in the search engines.

At this point some people may be screaming … "I don't know how build a website." I've heard this many times from many people, but believe me its easier than you think.

To do this, you need to build a website. And to learn how to build a website, you can either get a book, or learn from the many resources available on the Internet. There are another tool that can help you build a website quick and easy. I will introduce you to that tool later in this ebook. But if you are shot budget, I recommend you get started with NVU.

NVU is an open source WYSIWYG (what-you-see-is-what-you-get) web editor. You can download it for free at the link below:

- http://www.NVU.com

Download NVU and start playing around with this tool. The website below contains a good tutorial on how to get started with NVU.

NVU Tutorial
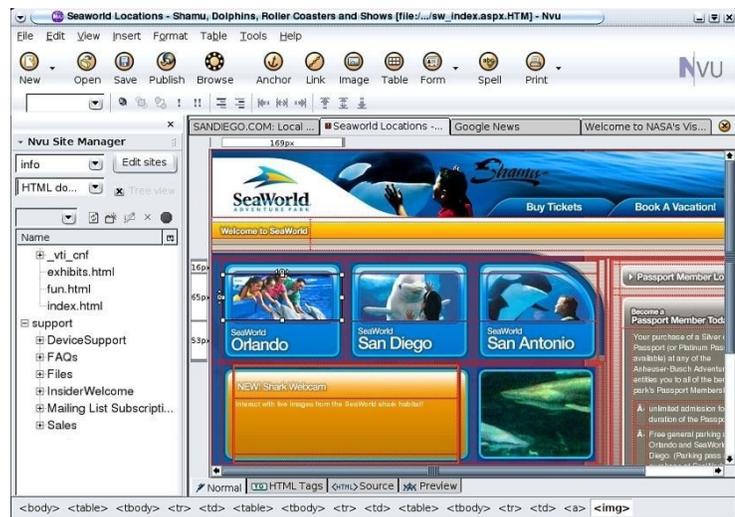
- http://www.thesitewizard.com/gettingstarted/nvu1.shtml
- http://www.thesitewizard.com/gettingstarted/nvu2.shtml
- http://www.thesitewizard.com/gettingstarted/nvu3.shtml
- http://www.thesitewizard.com/gettingstarted/nvu4.shtml
- http://www.thesitewizard.com/gettingstarted/nvu5.shtml

Later in this chapter, I will also tell you about a website creation software that can really help you build SEO-friendly websites. In fact, I would say that it's designed specifically for Affiliate marketers and AdSense publishers.

Here's an important thing that you need to know – **you don't have to be good at web design to build a good website**. Don't wait until you get good to get started. Just set a project and start building your website. It's the best learning path that you can take on learning web design. Your website may look lousy at first, but you can improve it bit by bit.

On with the SEO-friendly website, I want to tell you about a few simple HTML codes that you must implement on your website. Implementing these HTML codes are critical for search engine optimization.

Before we go into that, let me show you a skeleton HTML file. With this you should be able to understand where things should be.

```
<html>
<head>
   <title>website title goes here</title>
   <meta name="description" content="description goes here">
   <meta name="keywords" content="keywords, goes, here">
</head>
<body>
   <h1>This is heading 1</h1>
   <h2>This is heading 2</h2>
   <img src="images/image.gif" alt="this is an image">
</body>
</html>
```

Don't worry if you don't understand right now

Website Title

Website title will appear in the web browser when you use the <title> tag. The bold text is an example of a <title> tag.

```
<head>
   <title>website title goes here</title>
   <meta name="description" content="description goes here">
   <meta name="keywords" content="keywords, goes, here">
</head>
```

Remember your main keyword? Yes – Insulated Mug. As we will be targeting this as the main keyword, it'll be a lot easier if we just make it our website title. Later when finding a domain name for your website, you can just go with insulatedmug.com. If that not available, you can name your website with something else, but make sure you have "insulated mug" in it. I will be covering more about domain names later in this ebook.

HOT TIP: When targeting a certain keyword, it'll be easier to just use that keyword in the website's name. That way you can use it again and again on all web pages. And you also use it when buying your domain name.

Since "Insulated Mug" is the website's name, I would have the title of the website and the main targeted keyword in the title. Since each web page is targeted with different keywords, we'll combine that in the title as well. If I were targeting "insulated coffee mug" for example, I would normally do something like this:

You would see that I separated the keywords with a hyphen character "-".

```
<title>Insulated Coffee Mug - Insulated Mugs</title>
```

Sometimes, I would also do something like these. I would use "at" or a pipe character "|" as separator.

```
<title>Insulated Coffee Mug at Insulated Mugs</title>
<title>Insulated Coffee Mug | Insulated Mugs</title>
```

In any case, I will have the **main targeted keyword** and the **specific targeted keywords** in the title.

Whatever the choice is, I would keep the text between the <title> tag **below 50 characters**. The text between the tags is usually the text that will appear as the title in search engine result pages (SERPs). Search engines usually display up to 65 or 66 characters of the title only.

HOT TIP: An important note here is to have the main targeted keyword at the end of the title. If you have the main targeted keyword at the front, all of the web pages will start the same way. When web pages start the same way, search engines may conclude that they contain the same content and may not index them.

Meta tags

<meta> tags are the ones that are bold in the example below. As you can see, there are two <meta> tags there. Meta tags tell a summary of your website to the search engine. You want to have both of these in each of your web pages.

```
<head>
   <title>website title goes here</title>
   <meta name="description" content="description goes here">
   <meta name="keywords" content="keywords, goes, here">
</head>
```

Meta tag with name="description" gives a short description of the page. Search engines sometimes display this when listing your website in the SERPs.

When writing the description of your website, write something that will attract visitors. Make sure that you use the targeted keyword in the description. Another point to remember is to maintain the number of characters below 150, because that is all that SERPs will show.

Here's a common example:

```
<meta name="description" content="Various insulated coffee mugs
can be found here. Read about insulated coffee mugs and the
best insulated coffee mug that you can buy">
```

Meta tags with the name="keywords" indicate which keywords your website should be indexed for. You use this to tell list miss-spelled version of the keyword and other variance on the keyword. A common example will be like below.

```
<meta name="keywords" content="insulated coffee mug,insulated
coffee mugs,insulted coffee mug,insulated mug">
```

This may be tiring but I would advise that you carefully craft your <meta> tags for each individual web page.

> **HOT TIP:** Don't go crazy listing 10, 20 or more keywords in the meta tag. You should list a maximum of just 5 keywords. Having too many keywords give the impression of trying to spam the search engines.

Heading tags

Heading tags are the tags that starts with "h" like <h1>, <h2> all the way to <h7>. In a normal scenario, you would only use <h1> and <h2>.

```
<h1>This is heading 1</h1>
<h2>This is heading 2</h2>
```

Using the heading tags is really easy. I would normally use <h1> for the website title and <h2> for the targeted keyword of the specific web page.

There's just one problem here but it can be solved easily. Using the normal raw HTML heading tag, the outcome isn't that nice. Web browser would just use the normal Times New Roman font for the headings and sometimes its not suitable with the rest of the web design.

To solve this, you can use **Cascading Style Sheet (CSS).** There's a lot that you can do with CSS, but I'll just tell you how to solve this specific heading problem.

What you would need to do is create a new file and save it as "style.css". Then, copy and paste the code below.

```
h1 { font-family: Arial; font-size: 18pt }
h2 { font-family: Arial; font-size: 15pt }
```

You need to save your style.css in the same folder as your web pages. In each web page, you need to include the following bolded code between the <head> tags.

```
<head>
  <title>website title goes here</title>
  <meta name="description" content="description goes here">
```

```
    <meta name="keywords" content="keywords, goes, here">
    <link rel="stylesheet" href="style.css">
</head>
```

When you are done, have a look at the web page. It will be different.

Image alternative text

Previously, we've been talking a lot about the codes between the <head> tag. Those are codes that do not appear in the web browser. They are just information for the web browser and search engines.

Now let's go into the codes that you put between the <body> tag. These codes are the things that you web visitors will see on your web page. Let's start with **image alternative text**.

When putting an image on your web page, you can put in some text to tell something about the image. If you see a small rectangular yellow box with some text appearing when you point your mouse over an image, you know that the image has an alternative text.

When the image fails to load, you can see some brief summary about it. This is what alternative text is used for. If you want to test it out, try the code below.

```
    <img src="put broken link" alt="this is an image">
```

You include an image alternative text by putting in the alt="alternative text goes here". I purposely put in a broken link so that no image will appear. Instead, when you load the web page you'll see "alternative text goes here" where the image is supposed to be.

Now that you know about alternative text, you can use it to optimize your web page for the search engines. With your targeted keyword for that web page, write a short sentence for the alternative text. You may write something like "image of insulated coffee mug" or "cool orange insulated coffee mug", but what's important is *to have* alternative text for your images.

HOT TIP: Some people go crazy and stuff keyword after keyword as image alternative text. Don't do this. Just write something relevant. Stuffing too many keywords in there is another form of search engine spamming.

Page content

For this you would just copy and paste your articles. Pretty easy, huh? But, there are some things that you must do.

When writing content for a web page, you must have an article that contains the targeted keyword. This is subjective and no one really knows how search engines like it. Some say that your keyword should be **repeated 5 times** in the article.

Some say that your keyword should be 5% of the article copy. If your article has 200 words that means that you need to repeat the keyword 10 times throughout the copy. To me, that's a bit ridiculous. Having to write articles like that may even sound weird.

I can't say that this is the best thing to do but I would follow my first rule. My articles would be around 200 to 400 words. And I have my keywords repeated just around 5 to 10 times.

With the articles, make sure that you use the <p> tag for paragraph. Whenever you have a paragraph in your article, use it like the code below.

```
<p>This is whole paragraph. It may contain 2 to 5 sentences.
And it all are between the p tag.</p>
```

Another thing to do is to use **bold** in your article. Whenever your keyword appears, make it bold. You can do this with the <strong> or <b> tag. As the <b> tag is no longer mentioned in later HTML standard, it's advisable to use the <strong> tags. An example is like the code below.

```
<p>Let's talk about <strong>insulated coffee mugs</strong>.
When drinking coffee, you want your coffee to be hot. And
<strong>insulated coffee mug</strong> can make the coffee stays
hot a lot longer. To me, an <strong>insulated coffee
mug</strong> is most suitable for the office, because you would
normally work and drink. So you don't have to worry about the
coffee getting cold, especially when idea struck and you need
to get tapping on the keyboard. An <strong>insulated coffee
mug</strong> would also make a good gift.</p>
```

I think the code above is an excellent example of a complete paragraph on insulated coffee mug.

Structuring content in the website

When structuring the content in your website, I find it best to structure it in a hierarchical way. This is where I would define categories and create sub-contents.

As for the example in this report, I would create the following categories.

Insulated mugs
Flasks
Thermos

Then I would create related content below each of those hierarchies.

Building a hierarchy of content would also mean creating folders and sub-folders. Each category would have its own folders, and related articles are put in there. This

means that I would put articles for insulated coffee mug, insulated travel mug, all in the "insulated" folder. You should also name your files with your keywords. It's better to use hyphens (-) to separate the words.

The good thing about this is that you can have your keywords appear in the URL of your web pages. A URL to the insulated coffee mug will look something like below.

http://www.insulatedmugs.com/insulated-mugs/insulated-coffee-mugs.htm

This is a way of getting visitors to click on your link when they appear in SERPs. If web visitors can see related keywords appearing, they are more likely to click on them. Some search engines even bold the searched keywords in the SERPs.

I think we are done with optimizing the website for search engine. Please note that I only cover the basics in this report. Search engine optimization is far more than just what you can find here, but what I've given you is quite sufficient to build your affiliate website.

HOT TIP: There are no magic pills or tricks in SEO, but if you need good solid advice on search engine optimization, I recommend that you check out an ebook by Aaron Wall. You can read about his ebook at his website – **http://www.SEOBook.com**.

Recommended Tool – XSitePro

XSitePro is a fantastic web-building tool. It is developed specifically for Affiliate marketers and AdSense publishers. With XSitePro, you can have a search engine friendly website created in just minutes.

When I started out, I did everything by hand. When XSitePro came along, I didn't even give it much thought. In fact, I didn't even know what it was. But later, I realized that XSitePro covers every step that I do when creating a search engine friendly website, which I normally do by hand.

At my fastest rate, it took me one week to finish up a quality, search engine friendly website. With XSitePro however, I get the same type of quality content website, but it only takes me a quarter of the time if not lesser.

XSitePro was not available back then, but if it was, I could have built more sites faster.

Actually, a subscriber asked me to design an XSitePro web template for him. That's when I really took a look at it. XSitePro covers the following:

Built-in SEO checker
Web templates for easy overall site theme
Website sitemap maintenance with support for Google Sitemap

WYSIWYG editor
Website navigation maintenance
Built-in pop-in creator (and other types pop-up window too)
Built-in website publisher (FTP)
Link page creation
Build as many websites as you want

If you can't afford it, you can still use Dreamweaver, Frontpage or NVU, and manually analyze for search engine optimization. If you *do* have the money, I would say that this is a must-have software.

Visit http://www.XSitePro.com.

Recommended Reading – SEO Book

What I share in this ebook are the basics of SEO. If you follow these steps closely, most likely, you will see traffic coming in. And soon you will even start to make money with the traffic you bring.

But if you want to know more about search engine optimization, I recommend that you do more reading about it.

One ebook that I would like to recommend is **SEO Book** by Aaron Wall. I just feel that I have to mention this in here.

Why don't you just head on there and check it out yourself

Visit http://www.SEOBook.com

STEP 7
Web Hosting and Domain Name

This is rather simple actually. All you need to have a website is to register a domain name, sign-up for a web hosting account and upload your HTML files and images.

But I just want to let you know about some important things before you simply jump on any web hosting company.

When you're choosing a web hosting account, you normally go by how much space you get, how much bandwidth that you are allowed and how much you have to pay per month.

I want you to consider one important thing – **multi-domain feature.**

The truth is, you need more than a website like this to earn a living full time on the Internet. That's why I always go with multi-domain hosting. You can get a reseller account but with that, you may need to login and logout from the many *client* accounts that you created for yourself to manage each websites.

I find that the best company to host multiple websites within a single account is HostGator. If you find other web hosting companies that better suit your needs, feel free to go there. You can still get a website up and running using alternatives to HostGator.

I like the fact that Jumpline offers multi-domain hosting, huge features, affordable prices and good support.

At only $9.95 per month you will get 5000 MB space, 15,000 MB bandwidth and the ability to host unlimited number of websites, each with its own domain name.

HOT TIP: Get a multi-domain hosting package for long-term cost savings and reliability. **I recommend HostGator.com (http://www.hostgator.com)** where you can host unlimited number of websites for just $9.95 per month. Other hosting packages with bigger capacity are available.

When you have decided on a web hosting, get information from the web hosting company about their name servers. Below are name servers for Jumpline. It's different for other web hosting companies. Just hold on to these details - we will use them when registering domain names.

         ns1.hostgator.com   (67.18.54.2)
         ns2.hostgator.com   (67.18.54.3)

Now, you can buy a domain name. I recommend GoDaddy (http://godaddy.com) or RegisterFly (http://namecheap.com). These two are among the lowest priced on the Internet.

With either of these, start searching for a suitable domain name and register it. I would recommend a domain that has your targeted keywords in them. Having that will be advantageous when building incoming links.

Just be cautious if you want to register a domain name with other people's brand name or registered trademark. I am not very familiar with those legal things, so I simply avoid it all.

In the case of insulated mugs, I will start with *insulatedmug.com*. If that's not available, try putting hyphens or adding plural forms like *insulated-mugs.com*. If that's not available either, try adding other words to it. A common example will be like *my-insulated-mug.com* or *1st-in-insulated-mugs.com* or even *myinsulatedmugs.com*.

When going through the domain registration process, you may be asked to enter name servers. That's when the information about the name servers comes in handy. Just enter the details that you got from the web hosting company.

If you never get to a point where they ask you for your name servers, that means you may need to login to your domain control panel to change the name servers settings.

Sometimes, you will also be asked where you want to host it, or if you already have a website. In this case, bear in mind that you want to host your website somewhere else, instead of with the domain registration company. Just choose whichever option is suitable.

When you are through with the domain name registration, go back to the web hosting of your choice and register an account with them. When they ask you about the domain name, just enter the one that you just recently registered.

In a few hours, you should be able to access your website using your domain name. But there'll be nothing there yet. You haven't uploaded your HTML files and images. How you do this may be different from company to company. You should consult your web hosting company on how to do this.

But of course, in any web hosting company of choice, you will need an FTP client. You can download **SmartFTP** (http://smartFTP.com/), which is a free FTP client.

At HostGator, there's also a tutorial video on how to use SmartFTP to upload your files over to your web hosting space.

- http://www.hostgator.com/tutorials.shtml
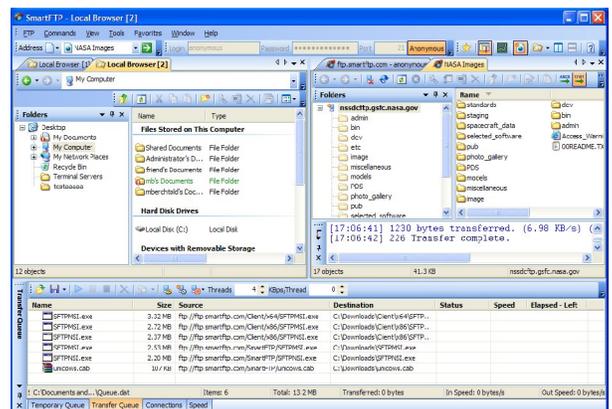
If you are using XSitePro, you may not need SmarFTP. XSitePro comes with a built-in FTP engine. So you can just publish your website straight from within XSitePro.

Once you have your domain name, your website and your web hosting space, you are all set. Well, sometimes it may take a few hours before you can actually type your domain name in the browser. But you can give it a try.

Congratulations – you now have complete working website.

But it's not over yet. We still have to do some work to make sure that your website gets traffic.

HOT TIP: You don't have to buy domain names and web hosting from the same place. In fact, it's advisable to buy from separate places so that you are not at the mercy of one guy. You must know your web hosting name servers before buying a domain name.

<div align="right">

STEP 8
Building Incoming Links

</div>

There are two important reasons why you must build incoming links. Firstly, search engines find websites by crawling through links on websites that they have already indexed. So when there's a link to your website from another website, chances are search engines will find your website sooner or later.

Secondly, search engines look at how many incoming links you have and with the text used to link to you. If you are linked with the text "insulated mug", you will mostly get good rankings for that keyword. The search engines see it as reputation that your website has. The more links you get to your website, the more reputation the search engine gives. You are most likely to rank better than websites with lesser incoming links.

First things first!

Before you go out and start asking webmasters for links to your website - let's consider some important things that you must have.

Links page(s)

The unwritten rule of getting incoming links to your site is for you to have a link page(s) yourself. That is how reciprocal links work. Nobody ever talks about this, perhaps because they assume that it's obvious or self-explanatory.

You can't exchange links if you don't have your own link page. Who would want to link to you? So setup your link page.

About setting up a link page

When you are setting a link page, what you DON'T want to do is to name it *link.htm* or anything that has the word 'link' in it. It has been a rumor that search engines are being cautious in identifying incoming links that are on pages like *link.htm* or *linkpages.htm* or anything like.

Instead of naming your links page as such, maybe you can use *partner-sites.htm* or *resources.htm* or simply *sites.htm*. That would be something better, right?

Here's another thing about setting up your link page. You can do it manually or you can install a script to manage it.

Maintaining your links manually with HTML is rather tiring. Installing a script would be easier. Installing a script would actually mean a link directory.

You can surf around and search for any script that you think would be suitable. Some are even created specifically for building link exchange. People can come to your website and submit their website details for approval in return for a link to your website. Some are just plain link directory. Go with whichever suits you best.

Anyway, here are some link directory scripts

Duncan Carver's Link Management Assistant (LMA) – free
http://www.onlinemarketingtoday.com/software/link-management/
Link Machine - free/$69.95
http://linkmachine.net/

Just a note though - many of top Internet marketers and niche marketers are using Duncan's LMA. It's a great script and it's free. Below are some well-known marketers who use Duncan's LMA and are very happy.

Lynn Terry of http://SelfStartersWeeklyTips.com
Andre Chaperon of http://AndreChaperon.com

A win-win linking strategy

Well, they say that you have to look for quality link partners. Maybe there's some truth to it when you see that Google is giving 'ranks' to websites with their PageRank.

And they also say that you have to find related websites. When you say related, I would say that you have to look for websites that are NOT directly related.

Why?

Well, if you have a website about Nokia cellphones, do you think that another website about Nokia cellphones is going to link to you? If I am the other website owner – I won't. Why - because you are a competitor.

In that case, where do you look for quality link partners?

Now, here's my strategy. Earlier I said about NOT directly related. How is that? If you have a website specifically about Nokia cellphones, look for websites about Motorola cellphones, Samsung cellphones or something like that. You can even look for websites like PDAs, mobile technology, GRPS, SMS, ringtones, or anything like that. Cool eh?

In most cases, when you go with a strategy like that, those websites will never be competitiors. You don't mind linking to them, and they wouldn't mind linking to you. Since both of you are targeting different keywords, it's possible that both of you will succeed at it. It's a WIN-WIN situation.

Now, here's another tip for looking for quality link partners. The easiest way to look for quality link partners is through … DIRECTORIES.

And when I say easiest - I really mean it. In just a few clicks, you can end up with hundreds of quality websites that you can ask links from.

All that you have to do is browse to the related category in that directory. Browse for the SMS, ringtones, GPRS, Java games directories - and before your eyes - hundreds of sites! How easy is that?

Now what directories can you go to? Hundreds of that are available everywhere. Here are some suggestions.

Open Directory - http://dmoz.org
Yahoo Directory - http://dir.yahoo.com
Zeal - http://zeal.com
Joe Ant - http://joeant.com
Jayde Directory - http://dir.jayde.com
GoGuides - http://www.goguides.org
Skaffe - http://www.skaffe.com
Seven Seek - http://sevenseek.com
Linkopedia - http://linkopedia.com
Uncover the Net - http://www.uncoverthenet.com
Blue Find - http://www.bluefind.com

Those are resources for great websites. You should drill those down for your link partners.

Here's another great place to look for link partners – **LINK EXCHANGE DIRECTORIES.**

Do you know that there are directories out there that were built specifically for link exchange? When you go to these directories, websites that are listed in there are eagerly waiting for link exchange requests. When you ask them to exchange links, the response rate is very high.

How do you look for link exchange directories? One way is to just search for 'link directory' in any search engines, but to get you started here's my list for you.

http://www.linkexchanged.com
http://www.linkmarket.net
http://www.linkpartners.com
http://www.link-exchange.ws
http://www.gotop.com
http://www.123exchangelinks.com
http://www.linkateer.com

All this while we've been talking about searching for quality link partners. How do you get people to ask for your links instead? That would be easier, right?

The same way that you looked for those link partners! You need to list yourself into those link directories.

Getting a listing from the link exchange directories are normally free of charge, so why not go there and list your website? The response that I got from Link Market has been overwhelming. Link Exchanged is not bad at all.

Listing your website not only attracts more link partners; you are also getting an incoming link from that directory. For more quality incoming links you can also add your website in the commercial directory that I listed earlier.

Zeal, Linkopedia and SevenSeek all require that you pay a small listing fee. I don't how good and bad this is. If you think that you can afford it, why not. Yahoo requires an annual payment of $299 as a "review fee" – which means that they will not guarantee a listing if your website is not up to their standards.

Looking for other people's link pages

This is a common strategy that many have been using. One of the easiest ways to get incoming links is to look for link pages, just like the one you have set up.

Just go over to MSN, Yahoo or Google and enter a search like below

> *[[topic]] add url*

You need to change [[topic]] with the topic of your website. For example, you can enter "mug add url" or "thermos add url". You can also try any variant of these. This way, you'll find more related websites to get links from.

> [[topic]] *add url*
> [[topic]] *add link*
> [[topic]] *submit url*
> [[topic]] *submit link*
> [[topic]] *link exchange*
> [[topic]] *link partner*

The link pages that you find would normally ask for a link back in return. So make sure that you have your link page ready. It's the rule of reciprocation.

How to get unreciprocated (one-way) links

Here's a little something that you can do to get unreciprocated links. A "reciprocal link" would normally mean that you get an incoming link if you link to them.

It has been the talk of town that search engines prefer incoming links that is not reciprocated from your website. People may not have thought of this much, but it is an effective way to get incoming links without returning one.

How?

Well, actually you still have to return a link. But if you have more than one website, you can link to them from a different website. Let's say that you have a website on *key chains* and another website on *car locks*.

Let's say that you happen to find a website that you would like to get incoming link from. If you want to get incoming links to your key chain website, simply tell them to link to you. And in return, you will link to them from your car lock website.

It's that simple. The other webmasters will appreciate it too because they too are getting a one-way link.

Buying text links

Here's something else to consider: If you have the funds to this, you may want to consider **buying text links**. Before you even start, be equipped with the Google Toolbar or a similar extension for FireFox. You'll need this to see the Pagerank (PR) for the websites that you buying text links from.

One strategy that you can use in buying text links is to get a very high PR link, and only maintain that for one month. The idea is to get a link from high PR website so that search engines come crawling more quickly.

This is especially true in the case of Google They crawl websites with high PR almost every day. So if you have a link from a high PR website, your websites can get into Google within days. This saves a lot of time compared to the months that you have to wait before you get indexed.

HOT TIP: The fastest way to get indexed by Google to have incoming links from websites with high PRs. Try to have links from PR7 or at least PR5 and above. In most cases, I see websites indexed in less than a week.

Another strategy that you can apply is to get as many incoming links as possible, no matter what PR they have, and maintain them as long as you can afford. This strategy works well, especially on MSN and Yahoo.

Google sees how many websites are linking to you, taking into consideration what those websites' PR are. In some cases, a website with only 5 incoming links, all from websites with PR7 and above, may perform better from a website with 100 incoming links, all from PR0 websites.

As of now, I don't think that MSN and Yahoo apply any website reputation system like Google's Pagerank does. Unlike Google, for Yahoo and MSN the more incoming links that you have the better.

If you spend $100 per month on incoming links but manage to get $200 or above per month, it's well worth the investment.

Here are some places where you can buy incoming links

Link Worth – http://www.linkworth.com
Text Link Brokers – http://www.textlinkbrokers.com
Paid Text Links – http://www.paidtextlinks.com
Link Adage – http://www.linkadage.com
Text Link Ads – http://www.text-link-ads.com
Buy Sell Link – http://www.buyselllinks.com

I shared quite a lot on link building and you how important I feel it is. But link building is a tiring work. Let me show you a great software that can help you with this. Brad Callen wrote SEO Elite to be the ultimate SEO software, and it is indeed! To know more about this wonderful software and the many websites that have benefited from it, go over to http://www.seoelite.com.

Recommended Tool – SEO Elite

A good tool will take you a long way. Building incoming links by hand is a good thing to do. Why? Because you know who you're linking to, and who links to you. You also have to be on the lookout for related quality websites to link from.

Here's the thing: it's a tiring and boring process, and it may take a very long time.

Instead of doing all these by hand, manually, you can also try SEO Elite. Using SEO Elite, you can easily track good quality websites to ask for link exchange. You can also track if the link exchange still exists and things like that.

All that you have to do is enter a keyword search and SEO Elite will present you with websites related to it. SEO Elite will also give other information about the websites like Google PR, contact details, domain name info and more.

With a few mouse clicks, you get emails sent out to all the websites that you want to exchange links with.

With SEO Elite, it's easier to track and administer link management. This can really increase your productivity, giving you better and faster results.

Visit **http://www.SEOElite.com**

Monitoring Closely

When you have your website up and running and you are building your incoming links, the next thing to do is to monitor the progress of your website.

There are a few things to be on the lookout for so let's get on with it.

Are you indexed yet?

After building your site and building inbound links to your site, you want to check whether your website is listed in the search engines or not. After a week, depending on who's linking to you, you can start to see this.

In Google, you can use the following command to see if you are listed.

▪ site:yourdomain.com

With that query, you are actually trying to see all the pages that Google has indexed from your website. At first, this query may not return any result, even if you see that GoogleBot (the Google spider) has visited your website.

After a while, Google may return just your front page as the result. Google may have registered all the links from your main page, but yet set to spider them. Give it time. If you can get the main page listed in a few weeks it's already a very good result.

Depending on who's linking to you, you may even get listed in a few days. Below is how you should enter the query in Google

This is an example of results that you will get. I am using one of my websites, MoneyClicking.net as example. As you can see, I have 151 pages indexed in Google.
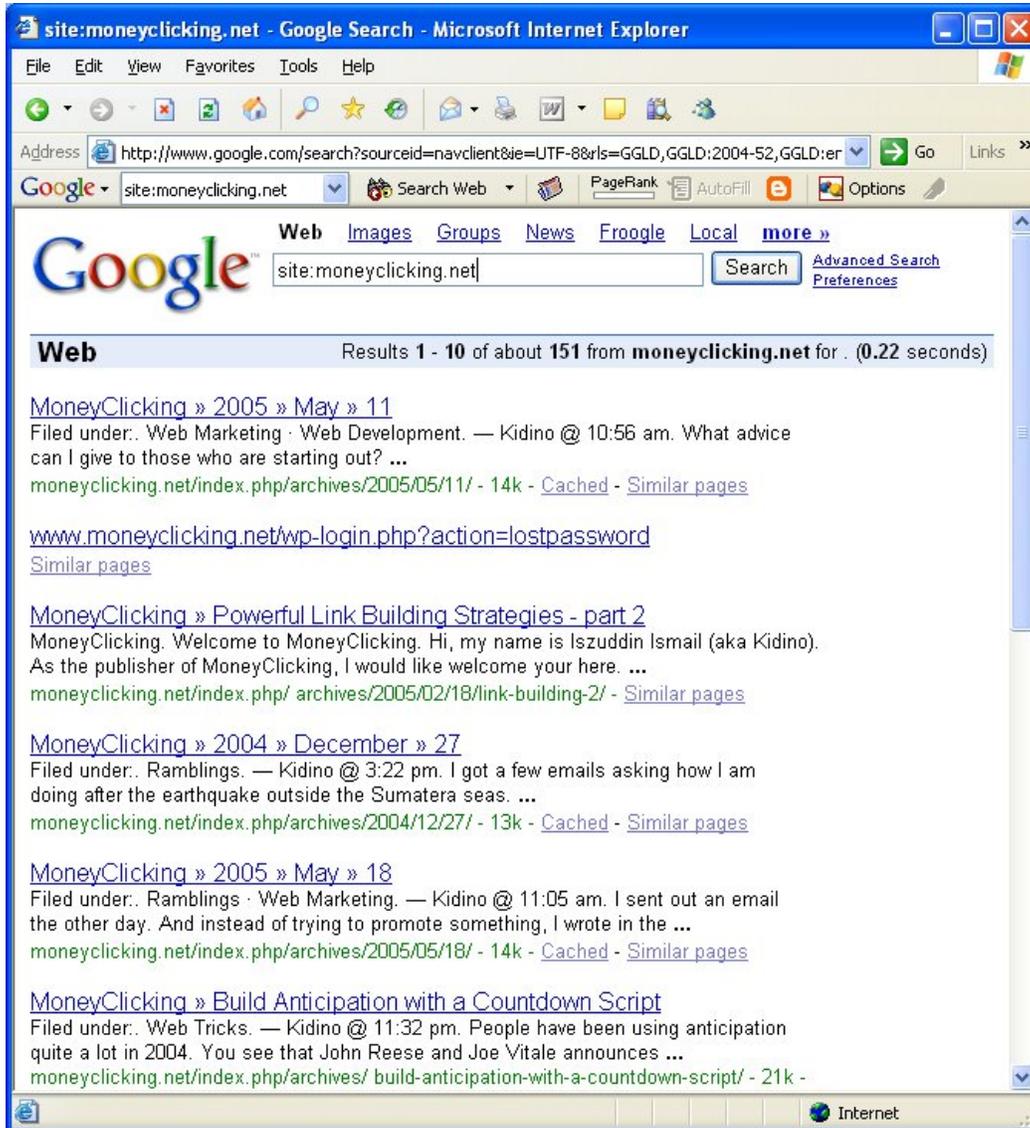
You can also use the same query for Yahoo and MSN. It will return similar results. Just give it a try and you'll see.

Link popularity check

Another thing that you want to monitor closely is link popularity. You need to do this to compare with other websites and see how far behind you are. When you know that, you'll know how much effort you need to put in to beat them.

To do this, you can use the following queries for Google, Yahoo and MSN respectively.

- Google – link:www.yourdomain.com
- MSN – link:www.yourdomain.com
- Yahoo – linkdomain:www.yahoo.com

The three queries above are great and you can see how enlightening the result is. But here's easier, faster way of doing this:

Go to this address, and just follow the instructions.

- http://www.marketleap.com/publinkpop/default.htm

That is the URL to the Link Popularity Check tool by MarketLeap. All that you have to do is enter the URL that you want (you can have up to four), select the industry that you're in, and enter the security code. When you click the "Generate" button, MarketLeap will show how many links the URLs are receiving from Yahoo, MSN, Google and Hotbot.

Below is an screenshot of how it looks like when I compare link popularity of my website with AndreChaperon.com and SelfStartersWeeklyTips.com.

(I am way behind compared to these two)
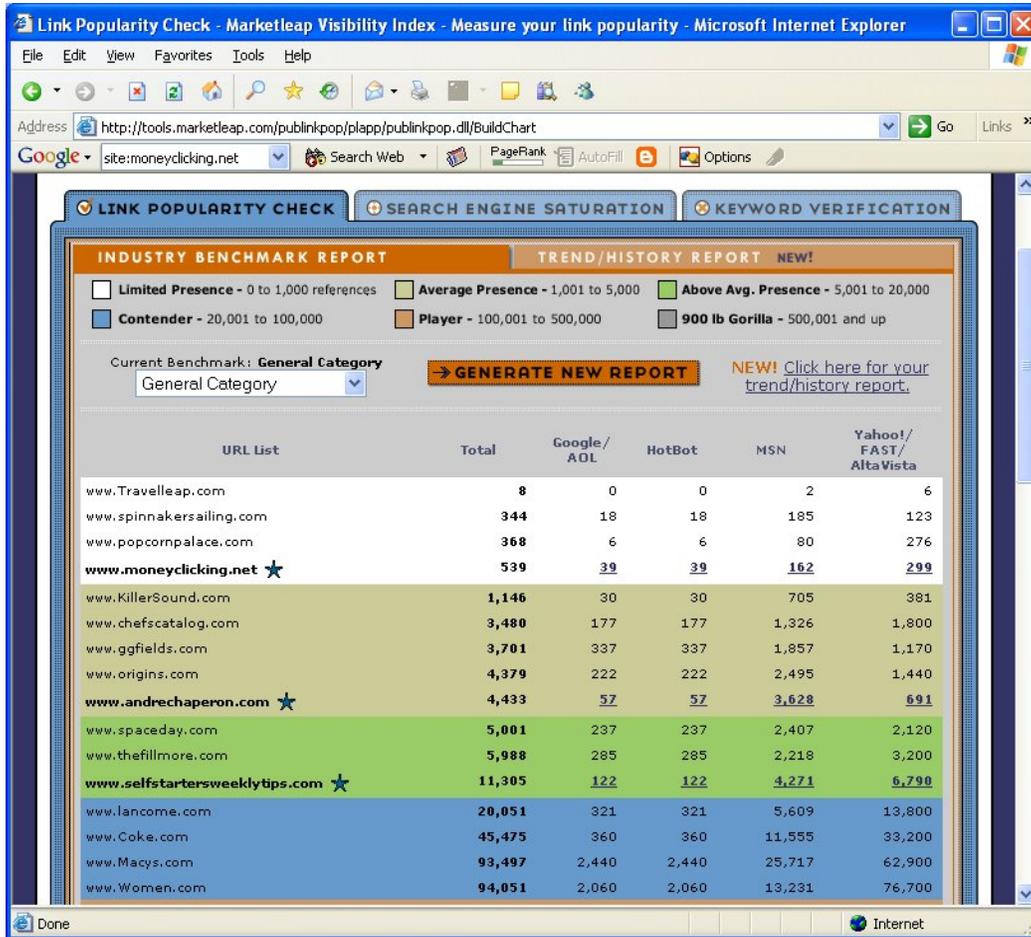
Why the difference in numbers? Well, for one thing, Google don't really show the actual number of incoming links that they found for your website. No one (except for Google) really knows why. Some say the number there is actually 10% from what they actually found. Some says that Google disqualifies some links.

But when it comes to building links, I normally go with Yahoo to estimate how much more work that I need to do. If Yahoo shows that your competition has 100 links more than you, well … you need another 100 links to beat that.
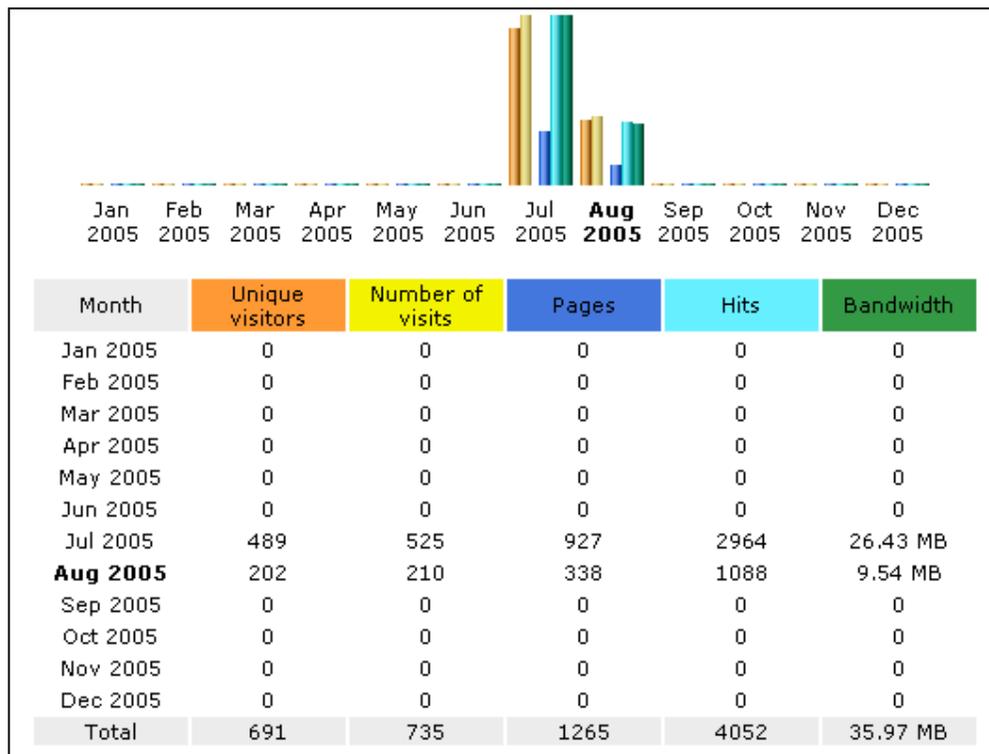
Measuring traffic – Unique Visitors, Not Hits

Most web hosts will give you tools, including website traffic statistics. If you are looking for a web host, make sure that they have Webalizer or AWStats. These two are fantastic web statistics tools and most web hosts should have them.

These two tools will provide you with information about a lot of things, but I want you to pay attention to one important thing. Always keep an eye on the statistics for "Unique Visitors", instead of "Hits".

The Unique Visitors statistic tells you about how many actual people visited your website. Hits on the other hand will only tell you how many requests your website gets.

Let me explain this. When somebody is accessing your website, that one page has a number of elements like images, external CSS, external Javascript and more. When the browser is loading that page, downloading the HTML page is one hit, downloading an image is another hit, downloading the CSS file is one hit, and it goes on.

One single visit may cause 10 hits, maybe more. So you don't want to measure your website success with that.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2005	0	0	0	0	0
Feb 2005	0	0	0	0	0
Mar 2005	0	0	0	0	0
Apr 2005	0	0	0	0	0
May 2005	0	0	0	0	0
Jun 2005	0	0	0	0	0
Jul 2005	489	525	927	2964	26.43 MB
Aug 2005	202	210	338	1088	9.54 MB
Sep 2005	0	0	0	0	0
Oct 2005	0	0	0	0	0
Nov 2005	0	0	0	0	0
Dec 2005	0	0	0	0	0
Total	691	735	1265	4052	35.97 MB

Above is a part of the statistics from AWStats. I always pay attention to the yellow and the orange columns. That is the number of Visitors and Unique Visitors that your website is getting. In other words, that is the number of actual people visiting your website.

Where does the traffic come from?

Another thing you may want to check out is where traffic is coming from. Also in the website statistics (in Webalizer or AWStats), you can know from which search engines your traffic comes from.

The fun thing about this is you can know what keyword you are best indexed for, and which search engines are referring the most visitors. Then you can go to that search

engine and give it a try. It's a cool thing seeing your website listed in the top 10 of the search engine result pages.

Connect to site from		Pages	Percent	Hits	Percent
Origin					
Direct address / Bookmarks		66	27.1 %	100	34 %
Links from a NewsGroup					
Links from an Internet Search Engine - Full list		166	68.3 %	180	61.2 %
- Google	93 93				
- Google (Images)	30 42				
- Yahoo	24 26				
- MSN	12 12				
- AllTheWeb	3 3				
- AOL	2 2				
- A9.com	1 1				
- Ask Jeeves	1 1				
Links from an external page (other web sites except search engines) - Full list		11	4.5 %	14	4.7 %
- http://www.edathlon.com/cgi-bin/apexec.pl	2 2				
- http://www.dvwarehouse.com/Express_Links/dvware/link190.htm	1 1				
- http://64.233.167.104/search	1 4				
- http://www.builditcheap.com/index.htm	1 1				
- http://dir.nodeworks.com/Computers/Hardware/Components/Cases/	1 1				
- http://www.builditcheap.com	1 1				
- http://www.linkmetro.com/directory.php	1 1				
- http://www.uk-shop-index.co.uk/computer-cases.html	1 1				
- http://www.blingo.com/search	1 1				
- http://www.searchforit.com/results.html	1 1				
Unknown Origin					

As you can see above, Google is the top referring search engine for this website. You can also see top referring websites.

Search Keyphrases (Top 10) Full list		
65 different keyphrases	Search	Percent
computer cases	26	19.4 %
cool computer cases	13	9.7 %
computer mods	9	6.7 %
wooden computer case	5	3.7 %
wooden pc case	4	2.9 %
install case fan	4	2.9 %
water cooled computer cases	3	2.2 %
wood computer case	3	2.2 %
installing case fans	3	2.2 %
small computer case	2	1.4 %
Other phrases	62	46.2 %

In this statistic, you can see what keywords people search for before arriving at your website.

When you know this, you can try them at the search engines and see for yourself.

You can also keep track of this and see if you are starting to lose ranking later.

BONUS TIP #1
Higher CTR for Affiliate Programs

When you join an affiliate program, what is it that you want to achieve? Of course, we want to gain commission from the merchant. How can we do that? Commissions are gained when visitors that we refer purchase products or services on the merchant's website. But when the visitors are at the merchant's website, we don't have any control, do we? So, think again. We want the commissions and commissions are only possible when we refer visitors through affiliate links.

In my opinion, our actual role as an affiliate is to get visitors to the merchant's website through the affiliate links. After that, it is all up to the merchant. There is a special term for this, known as **Click-through Rate (CTR).**

CTR is page views versus clicks on the merchant's links. It is actually an index that we can use to see how effective your website is in sending visitors over to the merchant's website. When you have 1000 page views on your website but you have 50 clicks to the merchant's website, your CTR is 5%. That is already a very good CTR. Now how can you increase CTR on your website? Let me walk you through 5 strategies I use to boost my CTR to 20% instead of 2%.

Choose relevant affiliate programs

When you put up an affiliate link, make sure that the merchant has relevant products or services to match the content on that page. You cannot write about shoes on your website and put up an affiliate link that sells computers.

Use text links instead of images

People are getting tired with banner ads, so let's get away from all that. Reports on the affiliate programs that I join show that text links out-perform graphic links. So use text links, but weave them in nicely with the text on your page.

Recommend, not sell

Another thing that visitors don't really like is when you're hard-selling the products or services. I have seen websites that go "Buy This" or "Buy That". Instead try "When I tried the trail Product A, it improved my bla... bla... [link]Download your copy now[link]".

Phrase your affiliate link clearly

Affiliate programs would normally give you a URL address to link back to them. It is up to you to write the phrases for your links. But give a clear picture of what your visitors are about the see at the other end of the link. Use phrases like "Download your copy here" or "YourAffiliate.com is selling them for $9.90".

Do not let them escape

To do this, write clear stories and leave them with just one place to go - your merchant's website. The key here is to put up one link, and one link only. Of course you can have your navigational links at the top, but at the end of the page do not cloud visitors with related websites, related articles, or any other links except your affiliate link. That is where we want them to go right?

With these techniques, I witnessed my CTR increase from the normal 2% to 20%. On normal days, I should get about 10% to 15% CTR. But remember to always monitor your CTR to spot the changes. Then, be sure that you continue to fine-tune your website from time to time.

BONUS TIP #2
30% CTR Secret AdSense Placements

I don't want to waste your time with things you already know. If you don't know much, you can read the optimization techniques available at AdSense's website. Those are the basic things that you should know, and AdSense even tells you the hot areas where you can place your AdSense.

- https://google.com/AdSense/tips

This report will go beyond that.

This report is to show you some of the many ways that you can do for better AdSense placements. These are proven strategies (at least on my websites) to give better CTR. In some cases, I even get CTR of 10% to 20%. And in most cases, I would normally get a CTR of above 5%. Your case may be different. You may get a slightly lower result, or maybe even better. It depends on how well you implement these strategies and how well targeted your web visitors are. In any way, I urge you to try them out. With the daily real-time earning report, you can know how good or how bad a placement strategy is. If it works, keep them. If it doesn't, change.

My Secret Philosophy

Before going into detail, let me just give my secret philosophy to AdSense placement for high CTR, and I'll show you some examples later.

In general, people say that you need to blend your ads with the content. This is partly true but I think it's more accurate if you say that you need to blend the ad to your website. It's not just the content. I am sure that your website has a theme, a few series of colors and things like that. When people see each component of your website, they will know that it's a part of your website.

For example, your header is green, and so are your sidebars. People know right away that your sidebar is a part of YOUR website, and not some outside component. And people have no problem clicking on things that they think you personally coded and put there. But if they consciously know that it's an ad, they might hesitate. Why? – Because people don't like to sold to.

Knowing simple strategy, you can either make the AdSense to look a lot more like your website, or your just choose to make your website more like AdSense. Either strategy would work.

Strategy #1 – Ad Links as a Menu

This is simple strategy. I use this to make my website a lot more like AdSense rather than the other way around. You must know by now that AdSense offers not only those little boxes with text ads in them, but they also have these little text menus called **Ad Links.** When people click on them, Google will show a few ads from AdWords. This is a two-step process. You may think that this may reduce your earning – my experiment proved otherwise.

Many times, my Ad Links, done the right way, is more profitable than the normal ad boxes. How do I do it? Just look at the example below.

What I do is make my menu the same font size and type that AdSense are using for their Ad Links. Then, I blend my menu to the AdSense. At first glance, people will see my menus and not some ads by AdSense.

I only use Ad Links with 4 keywords in them. Ad Links with four keywords uses bigger font size and looks a lot more like a menu. Ad Links with 5 keywords are just too small to be menu. Then I use the **Arial at 9pt** font size for my original menu. Menu categories have to be in bold, and make the border color blend to the background of your website.

That should do it.

Strategy #2 – Wide Skyscraper as Sidebar

It's normal to have a sidebar on a website since people expect it. This is something that we can use. I use this strategy on my low traffic content sites. If you really get targeted traffic to that, you may even beat your high traffic website which has 10

times more traffic. This is true because I get very high CTR with this strategy – sometimes even 20 to 30 percent.

The first part of this strategy is to have a one color top bar. I make a bar to fill in some navigation links. I make the background brown. Then you can put your AdSense using the wide skyscraper format on the right side. This wide sky scrapper needs to have the same border color as the header bar.

You may start to ask – why the wide skyscraper? Well, I've tried and the wide skyscraper is the only ad format that draws enough attention for people to click on it.

You can also put in some kind of small box that also looks like AdSense on top of the AdSense skyscraper. You can put a search box in there, or maybe some info on latest articles or something like that. That will fool the eyes even more. Once they see your normal box and register in their minds that this box is part of the website, they will also tend to see the rest of the boxes that look the same way as your own. Remember that your box must have the same width as the wide skyscraper – 160 pixels.

The code to this is very simple. You can just use a table for this. I use a table that has two columns. On the first row, I merge the cells together to make the top bar. You may want to put in some cell padding values to it so that content sticks to the edge of that cell.

As for your additional boxes (which are optional) you may need to use some CSS to make the thin line borders. Using CSS will give you a cleaner code.

Strategy #3 – AdSense over Image

This one is rather tricky. I use CSS coding for this one. Just look at the example below.

It does look cool, right? What happens here is that I have an image as the background, and then I put AdSense on top of it. If you look at the background image, it has little-little boxes with curved corners. I make my AdSense too in a box with curved corners. Again, that is another way to fool the eyes and the mind from thinking that your AdSense is an outside component.

Obviously you can't use this strategy on every page. You can only use this on your front page or maybe main category pages. If you use it on main category pages, try to have different background image for each category.

I do know that a friend of mine is using this strategy as a splash page on his website. It's working very well for him. Using this strategy, you still need to have some text content on that page. This will help you with your search engine optimization and also the selection on ads that will appear on your AdSense. Even if you need to limit your content, please do have at least ONE paragraph of content on that page.

Strategy # 4 – AdSense as Header

Here's another way that you can really increase CTR.

I like this because it will be the first thing they see. This type of strategy doesn't really camouflage AdSense with your website, but they work.

To make this work, I would recommend using the "Leader Board" ad format. Make your website the same width as the AdSense. As for color, you can use any color that you think is suitable. You may want to use your content to decide on the color that you want to use.

The rest of the website may need to use that same color theme. Have a look at the example below.

Strategy #5 – Highlighting

With this strategy, we are kind of highlighting AdSense. I like to use this when I have content that I want to display in columns. And in each column, I would put in a little AdSense unit. You get what I mean with the image below.

What you see above is that I have three columns and in each of those columns, you can see that I have one AdSense unit. Above those AdSense units, you can see that I

have an image for each of them. That is how you highlight your AdSense. With the image, you are drawing attention to that area, and people just can't miss the AdSense.

However, I have to remind you of something. You can only display three AdSense units on a page. When you're done with the example above, you CANNOT put anymore AdSense units on that page.

Words of Caution

I believe there are more creative ways to present AdSense on your website. What I've shown you are just some examples. Be crazy and don't be afraid to experiment. But remember that whatever you do, always comply with the terms and conditions of AdSense. For example, you can never ask your visitors to click on your ads. Sentences like "Please click on the ads" or "Click here" or something like that can get your AdSense account terminated.

FINAL WORDS
How this eBook is Different

I know that you've read a lot of ebooks. Some are free, and some are paid. The real question is not how this e-book is different from the rest. The real question that you should be asking is this:

Are you applying what you've learnt from this ebook?

That makes all the difference. It's very easy to read many different ebooks and say to yourself "It just can't be this simple". Out of skepticism, you go hunting for "the answer" that doesn't exist, and by the time the day is done you've not taken any action.

Here's the truth you're looking for: It really is that simple! Simple strategies that when applied consistently create powerful results.

Now that you've studied this ebook, I challenge you to cast that skepticism away and throw in some action. Even if you're still skeptical, just do it anyway. Soon you'll realize that you're starting to see results. Just do a little bit every day, and before you know it you're on your 20th website already.

I guess that's all I want to say for now. This ebook is only worth the effort that you put in applying the strategies that you've learnt.

All the best …

Iszuddin Ismail aka Kidino

RESOURCES
A Few Websites I Want You To Check Out