

Wordpress Adsense System

Create Autopilot Income With Google Adsense

Version 2.1 by Gobala Krishnan
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Introduction:

Looking At The Bigger Picture

Making money on the Internet with Google Adsense doesn't have to be difficult. If you've bought countless eBooks on Internet marketing before, or even dished out a sizeable chunk of your savings on seminars and software only to see your efforts beaten by time and frustration, I want to ask you for a simple favor.

Here's what I'm asking: Forget about everything else. If you haven't made a single cent from the Internet after using them, ditch those for a while, and focus on this e-book. If you follow the guidelines within this little treasure and succeed in creating your own niche¹ websites that pump in streams of residual income, you now have what 95% of the others don't – a way forward.

On the other hand, if nothing positive happens for you, then at most you've wasted a few weeks of your time. The real danger lies within doing too many things at once and losing focus.

So focus on the Wordpress Adsense System for a few weeks, and block out everything else. You'll see why I'm so convinced that the future of building Adsense niche websites (or any website for that matter) lies within the ingenious functionality of Wordpress, and the entire industry it has created.

In May 2006, I had the honor of meeting up with **Armand Morin** (www.GoGenerator.com) in Kuala Lumpur, Malaysia and we had a little private chat. Armand makes millions on the Internet selling software

¹ A niche market is a focused, targeted portion of a general market. You can think of a niche market as a narrowly defined group of potential customers.

applications and information products, and is well respected within the Internet marketing community for his vision and ingenuity.

During our private chat, Armand said that in the near future websites would become **obsolete**. They would be replaced by advanced blogging software like Wordpress that increasingly assumes better functionality and looks more and more like an actual website instead of a blog.

When I conducted further research on Wordpress, I realized that among other things, it was a perfect tool for anyone who's interested in making a living on the Internet using Google Adsense. It's as if the two components were destined to work together.

The problem was that I could never find any resources that documented clearly, from start to finish, the exact system required to make it work perfectly. Sure there were a few e-books here and there, but none of it focused on Wordpress alone.

My main goal, with the Wordpress Adsense System, is to explain in layman terms how to quickly set-up money-making niche websites using Wordpress and start making residual income with Google Adsense. If you follow this guide closely and read it like your life depends on it, you too will discover exactly how easy it can be.

How to Use This E-book

This e-book is meant for anyone who just got started with Google Adsense, and is looking for a better, cheaper way to make it work. If you're absolutely new to making money on the Internet, I strongly recommend that you also do further research of your own on these related topics:

- Blogging concepts and strategies

- Keyword² demand, supply and popularity – This will help you identify great niche topics to exploit for your Adsense sites
- Researching, writing, and publishing content on the Internet
- Google Adsense tips and tricks

Although I try to cover as much as possible in the Wordpress Adsense System, I strongly recommend that you do further research and testing on your own to fully understand and master the tips, tricks and techniques I mention here.

I also list a couple of good websites at the bottom - on the [Recommended Resources](#) page - I strongly recommend that you check them out.

Managing Expectations and Monitoring Results

I'll be bold and say upfront that the number one reason most people "burn out" in Internet marketing is because they have unrealistic expectations, and they have no idea how to interpret their results. At the brink of their biggest breakthrough, most people give up.

It's sad but true.

Consider this: Most people say that spam³ doesn't work. Yet you get hundreds of spam email every day. Why? I'm not encouraging spam, but obviously if it doesn't work nobody will be doing it. What do the spammers know that you don't?

² A word or phrase someone types into search engines, the ultimate metric of niche markets on the Internet

³ Spamming is the abuse of electronic messaging systems to send unsolicited, bulk messages. While the most widely recognized form of spam is e-mail spam, the term is applied to similar abuses in other media.

Here's another example: Most people say that distributing promotional flyers in shopping malls doesn't work. Yet you see people doing it all the time. Why? What do these people know that you don't?

The answer is simple - they have learned to **(1) manage their expectations**, and **(2) monitor their results**.

If you expect to get 10 customers by passing out 20 flyers in a supermarket or mall, you'll end up heartbroken. But what if you pass out 100 flyers and consistently get an average of 2 customers? Now you know that to some extent, it works! You know what it takes to get 2 customers.

You have a **system that works**.

To increase the number of customers and make more money with your system, all you need to do is to:

- Distribute more flyers in more shopping malls
- Test and edit your flyers to make them more efficient.

The same is true for any kind of advertising or marketing technique. You have to find out the ratio of a "successful result" and then figure out how to continuously improve it.

As far as the Wordpress Adsense System goes, here's your guide to managing expectations and monitoring results:

1. Learn how to set-up your first Wordpress niche websites
2. Discover how to acquire and install all the additional tools you'll need for no additional cost
3. Set a personal target to make a profit within 30 days of publishing your first page..

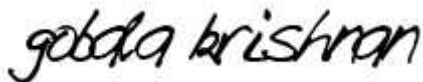
4. When you do, take a step back and analyze everything to discover things you've been missing that could significantly improve the earning potential of your website.
5. When you've made the changes, I want you to continuously **duplicate** the success of your first blog into as many other niche topics you want until you've reached the income level that you desire..

Here are two different ways to approach the idea of making money from Adsense:

Here's the bottom line: Aim for profitable sites (income more than cost) and start to make as many new websites as you can. Even if you only make \$10 profit from one website, you're now in a position to create unlimited income. Just duplicate your efforts, and with patience and perseverance you'll reach your goals.

Good luck!

Sincerely,



Gobala Krishnan

www.EasyWordpress.com

Chapter 1:

The Ultimate Wordpress Crash Course

In this chapter, I'm going to introduce you to Wordpress and the basics of blogging for money. If you're already familiar with blogging, you may want to skip this chapter and go right ahead to setting up your Wordpress blog. However, I recommend that everyone give it a glance to refresh your memory and maybe even pick up something new.

Fear of Technical Information

About 2 years ago, I finally decided to give this "blogging" thing a try. On my first attempt, I got confused with the entire vocabulary of jargon a beginner had to learn just to get started on the right path.

I'm no newbie when it comes to web marketing, but over a one-year period there seemed to be a time warp with the advent of blogging, RSS (Really Simple Syndication), podcasting and a host of new technologies I had to learn. Even after building and marketing websites I could not understand blogging.

If you're new to all this, I assure you that you don't need to be afraid of all the terms and jargon. Most of them are irrelevant anyway for the purpose of building an income from Google Adsense.

The ABCs of Blogging

What is a blog? Abbreviated from the term "Web Log" and later coined to become "Blog", the idea of blogging itself is nothing new. In fact, it has been around since the early days of the Internet.

Although blogs were initially used by 12-year-olds to tell the world about their cat or by teenagers to let everyone know how much they hate them and everyone else, blogs soon evolved to be an excellent small business publishing tool.

Setting up and marketing your own blog is much easier than building a website from scratch. However, here are some other terms you should know when you join the blogging world:

1. **Blogosphere** - All blogs, or the blogging community. Think of it as the "blogging world."
2. **Comment Spam** - Like email spam. Robot "spam bots" flood a blog with advertising in the form of bogus comments. A serious problem that requires bloggers and blog platforms to have tools to exclude some users or ban some addresses in comments.
3. **Moblog** - Contraction of "mobile blog." A blog that can be updated remotely from anywhere, such as by phone or a personal digital assistant (PDA).
4. **Content Syndication** - How a site's author or administrator makes all or part of its content available for posting on another website.
5. **Photoblog** - A blog mostly containing photos, posted constantly and chronologically.
6. **Podcasting** - Contraction of "iPod" and "broadcasting." Posting audio and video material on a blog and its RSS feed, for digital players.
7. **RSS (Really Simple Syndication)** - A way of handling the latest items posted on a website, especially suited for blogs because it alerts users whenever their favorite blogs are updated. It can also "syndicate" content by allowing other websites (simply and automatically) to reproduce all or part of a site's content.
8. **RSS Aggregator** - Software or online service allowing a user to read an RSS feed, especially the latest posts on his favorite blogs. Also called a reader, or feed reader.

9. *RSS feed* - The file containing a blog's latest posts. It is read by an RSS aggregator/reader and shows at once when a blog has been updated.
10. *Wiki* - From the Hawaiian word "wikiwiki", meaning "quick". A website that can be easily and quickly updated by any visitor. The word has also come to mean the tools used to create a wiki (wiki engines). Blogs and wikis have some similarities but are quite different.

Common Blogging Tools

There are many blogging platforms you can use, some of which are free or partially free, and some require a small amount of investment. Here are the most popular blogging tools for your information:

1. **Blogger** – Owned by Google, and it's free. You can get your own account at www.Blogger.com and set it up quite easily.
2. **Movable Type** – Business blogging platform by SixApart meant for large corporations with multiple users. Available at www.SixApart.com/moveabletype
3. **LiveJournal** – Personal blogging platform also by SixApart. You can get a LiveJournal account for free at www.SixApart.com/livejournal
4. **TypePad** – Entry level business blogging solution, available from SixApart for \$4.95 a month at www.SixApart.com/typepad.
5. **Wordpress**- The only blogging tool we'll discuss in this entire eBook.

There are also tons of other blogging tools that are either standalone applications, or integrated into social websites like Friendster, MySpace and Facebook. These are negligible and serve no purpose except for personal ranting and rambling, so don't waste your time trying them out.

Advantages of Using Wordpress

Although other tools like MovableType has its own advantages, I believe that Wordpress is far superior to all of them put together because:

1. **Wordpress is open-source⁴** – In other words, it's FREE. Free is always good, isn't it?
2. **Massive support community** – It's being developed and improved constantly by hundreds of amazing programmers around the world. Most of these programmers develop plugins⁵ and themes⁶, and then distribute them for free.
3. **It's a CMS, not just a blog** – Wordpress can also act as a CMS or Content Management System⁷, not just a blog. Instead of having a normal blog-type main page, you can customize Wordpress to display a normal page, just like I did in www.easywordpress.com – you can also do so many other things with Wordpress, some of which is covered in later chapters.

In fact, the only disadvantage of using Wordpress is the overwhelming amount of information. There are a lot of blogs and websites where you can get free information on using Wordpress, but at the end of the day it's all about trial and error to get things moving in the right direction.

⁴ Open source describes practices in production and development that promote access to the end product's sources.

⁵ A *plugin* is a software / program that you can add to Wordpress to improve it's functionality

⁶ A *theme* is a template you can add to Wordpress to improve it's appearance and design

⁷ CMS / Content Management System is a software program used to manage large sites, usually with multiple authors and members

This can sometimes be frustrating, and I remember the days when I would spend an entire day just figuring out how to add a piece of programming code into my Wordpress blog.

With this guide, I hope to spare you from the same headaches.

How to Make Money From Google Adsense

All the following chapters are hands-on tutorials on getting your first Wordpress blog set-up right through getting your first Adsense check from Google.

Although there's a lot of fluff and hype about Adsense, there's really no secret other than this basic equation:

$$\text{Adsense Income} = \text{Traffic} \times \text{CTR}$$

That's all there really is to it. This is the magic formula mentioned in all those e-books charging \$147 and above. If you want to earn more from Adsense, you either work on **(a) getting more traffic** or **(b) improving your Click-Through Rate or CTR**.

Click-through rates can be significantly improved by implementing a few tricks mentioned the next chapters, so you don't have to worry too much about it now.

The difficult part is **getting traffic** to your Wordpress Adsense sites. Most people make the mistake of trying to get loads of traffic to just one or two sites, and expect to retire from these two sites. This is like running against a wall and a surefire way of getting burned out in the Adsense game.

Search engines nowadays are so complex it's impossible for any one person to say that he "figured out" how it works, and how to get to the number one spot in Google/Yahoo/MSN. Nobody really knows for sure how the search engines and their complex algorithms work; yet they try to convince you that they do. Even if they really do, it's only a matter of time before the search engines realize that someone discovered their secret, and change it all over again.

You'll find tons of these *search engine optimization* types lurking around in forums trying to second-guess the latest move by Google. Don't be one of them. Don't waste your time like this. From my own experience, I can tell you it's **just not worth it**.

Instead, try to get about 1000–3000 unique visitors a month to one of your sites. When you do, move on to your next Adsense niche website. It's much easier to get 1000 people to 10 different Adsense niche sites than trying to get 10000 visitors to a single site.

For the purpose of building niche websites with Wordpress, here's all you need to know:

1. How to set-up your Wordpress blogs easily
2. How to install the plugins and enhancements you need
3. How to make your blog look more like a niche website
4. How to insert Adsense codes in the right places to improve CTR
5. How to create more useful content easily with minimum effort
6. How to automate content using a mix-n-match strategy
7. How to get more traffic from search engines and other sources
8. How to duplicate your efforts and create a synergy between your blogs

Chapter 2:

Building Your First Wordpress Blog

In this chapter, I'll guide you step-by-step on building a Wordpress Adsense site from scratch. You will be able to take apart the typical Wordpress system and put it together again; in the process mastering all there is to know about it.

Getting Your Weapons Ready

If setting up your Wordpress niche sites to make a living from Adsense and affiliate programs is a matter of life and death, then you should have your weapons ready for battle. Here's a list of the bare essentials you'll need to survive the battle:

Firefox Web Browser⁸ – Although your PC already has Internet Explorer (Windows) or Safari (Mac), I strongly recommend that you download the Firefox browser that 90% of bloggers use. Although the advantages may not be apparent right away, you'll soon realize that Firefox is far safer and faster than IE. It will also help you progress throughout this guide since all my examples are based on the Firefox browser. You can download Firefox for free from here:

www.GetFirefox.com

FTP Program - An FTP (File Transfer Protocol) program is used to download files from and upload files to your hosting provider.

- Windows users can get **Smart FTP** (free) here:

www.smartftp.com

⁸ A web browser is a software application that enables a user to display and interact with text, images, and other information typically located on a web page at a website on the World Wide Web or a local area network.

- Mac users should get **Fetch FTP** (30 day trial) at:
www.fetchsoftnetworks.com

File Compression Software – Some files are compressed to reduce their size and also maintain their components in one easy format, referred to as ZIP.

- Windows users should get **Winzip** if it's not already installed on your PC, at www.winzip.com
- Mac users should get **Stuffit** if it's not already available on your PC, at www.stuffit.com

Email Program – You can use a free email program like Yahoo Mail or Gmail. You can also use your Outlook or Eudora email programs.

Text Editor – You must have a plain text editor. On Windows use *Notepad* and on a Mac use *Text Edit*.

Register A Domain Name and Get Hosting

If you're not ready to spend on your own domain name and hosting, you can get a hosted Wordpress solution at www.Wordpress.com – by doing this you can get a free blog with a URL like `http://myname.Wordpress.com` immediately. You could do this just to get a feel of it and explore the user interface of Wordpress.

However, a lot of the examples I'm going to give, and the methods I'm going to reveal, will not work on these free-hosted Wordpress blogs. Eventually, you'll need to spend a bit on your domain name and hosting.

The first thing you need is a domain name and hosting⁹ for your Wordpress blog. This is a fairly easy process and you should be done in a couple of minutes. I'm assuming that you already have a **topic** in mind to build a Wordpress niche website.

As far as domain names go, I like to insert the **main keyword** I'm targeting into the domain name, and if possible use no more than two hyphens (-). If the exact keyword isn't available as a domain then you can also add some 'filler words' either in front or behind the keyword. For example:

www.My-Fishing-Site.com or www.FishingIsFun.com targets the keyword "Fishing"

www.Timeshare-Selling-Guide.com or www.TimeshareSellingInfo.com targets the keyword "Timeshare Selling"

www.Heart-Surgery-Info.com or www.HeartSurgeryGuide.com targets the keyword "Heart Surgery"

(The above are just examples and do not make specific reference to any actual site)

Here are some common 'filler' words you can use **before** a keyword to find an available domain name:

- my
- best
- 1st
- acme

⁹ A web hosting service is a type of Internet hosting service that provides individuals, organizations and users with online systems for storing information, images, video, or any content accessible via the Web.

Here are some common 'filler' words you can use **after** a keyword to find an available domain name:

- guide
- info
- resource
- portal

I know that some people like to register *.info* domain names simply because it's cheaper, but the rule of thumb says that *.com* domain names perform better than all other **top level domains**¹⁰, so I recommend that you get a *.com* domain for any Adsense site you're developing.

The best place to get a domain name is Godaddy.com, where you can get a domain name as cheap as \$1.99 if you buy any non-domain product with them.



Go here to find and register a domain name:
www.easywordpress.com/go/domains

You'll also need hosting for your Wordpress blog. A hosting account is where you'll upload¹¹, store and manage all your files. Wordpress lists a few recommended hosting providers on their website, at www.Wordpress.org/hosting.

Personally, I use **HostGator** for all my websites. I find the customer service responsive, and the service to be reliable. With HostGator you can host unlimited domains in the same hosting account.

¹⁰ A top-level domain (TLD) is the last part of an Internet domain name; that is, the letters which follow the final dot of any domain name.

¹¹ Uploading and downloading are related terms used to describe the transfer of electronic data between two computers or similar systems.

This means that you can have as many Adsense sites as you want, with a single hosting account, for a very cheap price.



To read more on different types of hosting go here:

www.easywordpress.com/go/hosting

No matter which solution you choose, make sure that your host includes a program called **Cpanel**. Cpanel is a hosting management program that will allow you to do almost all server-related tasks yourself, from creating email accounts to building databases to installing a Wordpress blog.

Here's how a Cpanel administration screen looks like:

General account information:

Hosting package	Admin
Shared Ip Address	70.86.89.58
Subdomains	16 / unlimited
Parked Domains	0 / 0
Addon Domains	0 / 0
MySQL Databases	10 / unlimited
Disk Space Usage	1528.41 Megabytes
MySQL Disk Space	82.92 Megabytes
Disk space available	Unlimited Megabytes
Bandwidth (this month)	19634.09 Megabytes
Email Accounts	2 / unlimited
Email Forwarders	2
Auto-responders	0
Mailing Lists	0 / unlimited
Email Filters	0
Ftp Accounts	3 / unlimited

Tools and Services:

- Mail
- Webmail
- Change Password
- Parked Domains
- Addon Domains
- FTP Manager
- File Manager
- Disk Space Usage
- Backups
- Password Protect Directories
- Error pages
- Subdomain
- MySQL® Databases
- Redirects
- FrontPage® Extensions
- Web/FTP Stats
- Raw Access Logs
- Raw Log Manager
- Error log
- Subdomain Stats
- Chatroom
- PhpMyChat
- Bulletin Board
- CGI Center
- Scripts Library

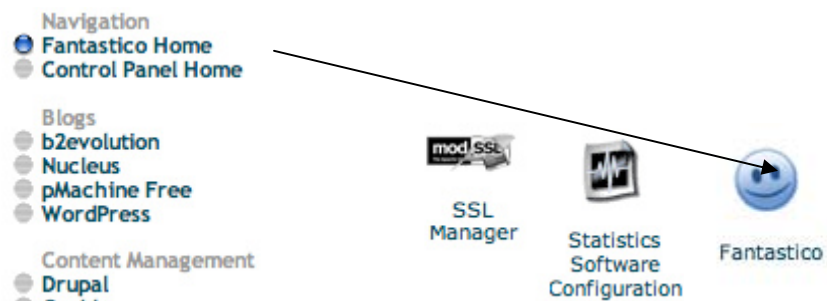
Having a Cpanel program makes life much easier, so if the hosting provider doesn't mention Cpanel on their website, ask them if it's included. Chances are 95% of the time it will be, but it's better to ask before you buy instead of regretting it later.

Wordpress also has **minimum installation requirements**¹², so please check with your host if they have the following:

1. PHP version 4.2 or newer
2. MySQL version 3.23.23 or newer

CPanel /Fantastico Install

Installing Wordpress using Cpanel is extremely easy to do. On your Cpanel admin screen, look for the Fantastico option and click on it. On the left, you'll see a link for "Wordpress". Click on this link.



Then, click on "New Installation" and you'll see a screen like the one below:

¹² <http://wordpress.org/about/requirements/>

WordPress

Install WordPress (1/3)

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: <http://domain/>). Enter only the directory name to install in a directory (for <http://domain/name/> enter **name** only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

E-mail account configuration

E-mail account username

E-mail account password

POP/SMTP server

POP/SMTP server port

This is your installation screen. To install, you need to simply fill in the required information.

- **Installation Location** – This is where your blog will be installed. Choose your domain name and leave the “Install in Directory” field blank.
- **Admin Access Data** – This will be your login username and password. Since the username cannot be changed after installation, make it something permanent like “admin” or your name.
- **Base Configuration** – This is used for all other functions within your Wordpress account. Give your site a “Site Name” and “Description” although you can also edit this later.

- **Email Account Configuration** – This is used mainly as a method of posting to your blog via email. You can use the same email as you’ve used for the above fields. You also need to enter your SMTP server name, which you can get within your Cpanel or by asking your hosting provider.

Once you’ve filled up all the fields, click on “Install Wordpress” and voila, your new Adsense machine is set-up.

Self-Installing Wordpress

If your hosting does not offer Cpanel/Fantastico, then you’ll need to install Wordpress yourself. For this you will need an FTP program that will upload your files from your computer to your hosting account, and also download from your host to your local pc.

To install Wordpress yourself, you need to download the latest version at:

<http://Wordpress.org/download/>

Installation instructions are already pretty clear on Wordpress.org, so just go here and look for the “**Famous 5-Minute Install**”:

http://codex.Wordpress.org/Installing_Wordpress

Mastering The Wordpress Platform

When you delve into blogging you’ll immediately face tons of jargon and it can be very overwhelming. This is perhaps where most people give up.

To keep things simple, let’s go by the order of links on the main navigation panel of a typical WP blog and learn it sequentially. Here’s how it looks like:

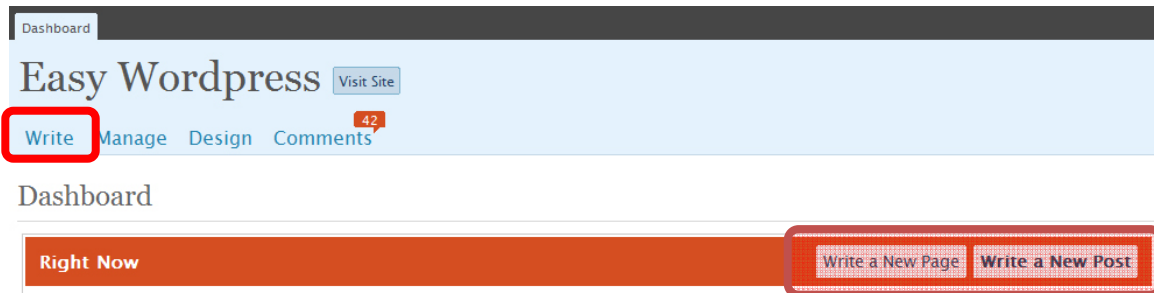
The “Dashboard” Submenu



This is your “control panel” where you’ll see recent activities on your blog, and updates from the Wordpress website, including new versions of WP, software security updates, news and more.

On the right, you’ll see a summary of recent activity on your blog, including your latest posts, who’s linking to you, and the latest comments on your blog.

The “Write” Submenu



On your WP software, you can either write a new **Post** or a new **Page**. A post is a new entry to your blog, which will form the bulk of new content on your blog. Whenever you want to write a new article, you need to click on “Write Post” and start writing. Wordpress versions 2.0 and above come with a visual editor that makes it easier to write and format text, add images and color, and much more.

A *page* on the other hand is more permanent than a *post*. You should create a page for content that you will not change regularly, for example a page

about yourself, your company history, maps and directions, and a “Contact Us” page.

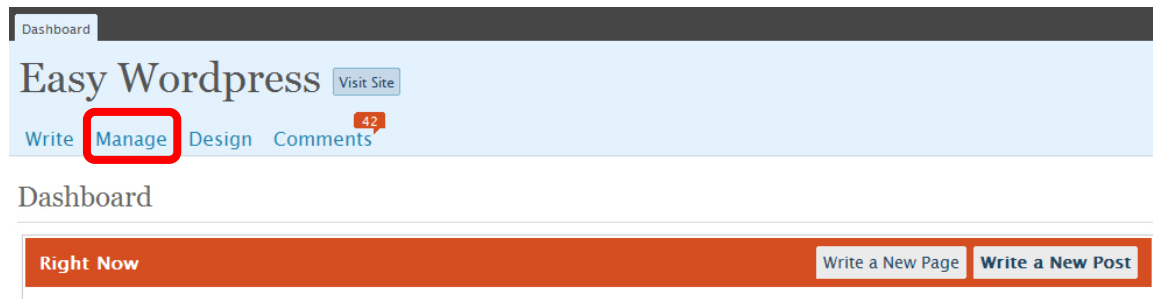
Here’s the main difference between a post and a page:

1. A **post** will automatically be archived by your WP software according to year, month and day, whereas a *page* will not.
2. A **page** will show up (in WP 2.0 and above) as a link on your blog’s navigation menu, whereas a *post* will not.

Most of the terms here should be self-explanatory, but here are a few you need to understand:

1. *Discussion* – At the end of each post, there is a section for comments and pings. Comments are left on your blog by your site visitors, while a ping is basically a link on someone else’s blog that references your post (more on this later). You have the option to disable these, but it’s recommended to leave them on for now.
2. *Permalink* – Permalink is just a fancy word for “file name”. You will learn more about permalinks in the following chapters.
3. *Trackback* - A system that allows a blogger to see who has seen the original post and has written another entry concerning it. The system works by sending a 'ping' between the blogs, and therefore providing the alert. Most blogs have a “trackback address”, and by copying that address and inserting it in the trackback column, a link will automatically appear on the other person’s blog to your site.
4. *Ping* – Similar to a trackback but it happens automatically. If you link to a post in someone else’s blog, WP will automatically notify the blog owner that your discussion is linked to his post.
5. *Excerpts* - A condensed description of your post. You can leave this blank for any post that you create.
6. *Custom Fields* – This is used for advanced blogging with WP, and for a beginner I recommend that you ignore this for now.

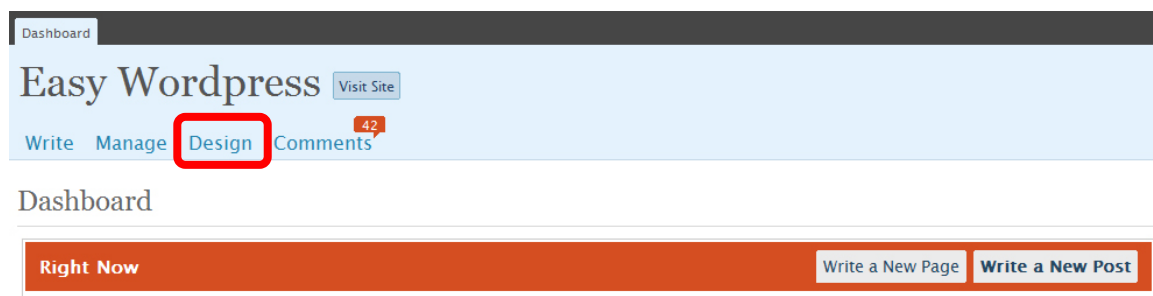
The “Manage” Submenu



This is where you can edit and delete all of these:

1. *Posts* – You will see a list of all your posts where you can edit or delete them.
2. *Pages* - You will see a list of all your pages, as explained above, where you can edit or delete them.
3. *Uploads* – You can manage any image or other files that you have uploaded into your Wordpress.
4. *Categories* – This is where you can create new categories and sub-categories. You will probably see a default category list, but you can always delete or edit them.
5. *Files* – This is used to edit and modify the structure and functionality of the page itself. Ignore this if you're not a programmer.
6. *Import* – In this section, you can import your content from other blogging platforms, into your Wordpress system. You can also do a lot of customizing on Wordpress in here if your blog already has a lot of content in it. Since yours is a new site, you can ignore this for now.
7. *Export* – Using this feature, you can export the contents of this Wordpress blog and import it into another Wordpress blog if you want.

The “Design” Submenu



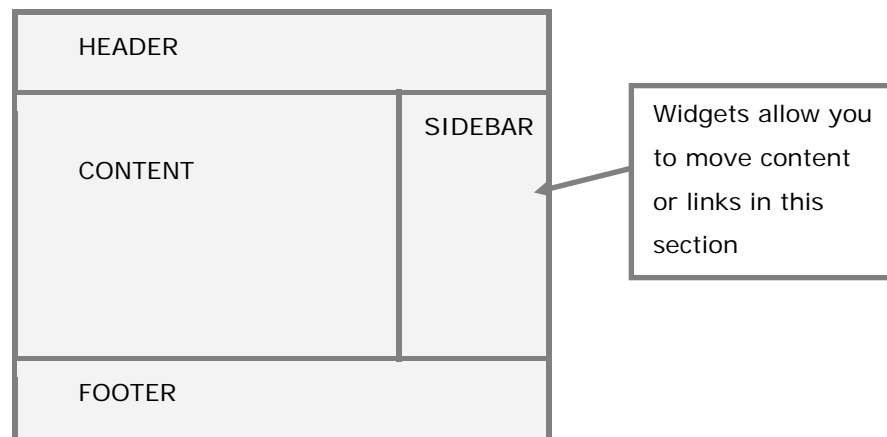
This section controls the appearance or the “look and feel” of your blog. Each WP blog is based on themes (or templates) and you can select a theme you want to use from the default ones already listed here.



The default is usually set to the **Kubrick theme** and you'd probably see this on many Wordpress blogs.

Here are the submenus:

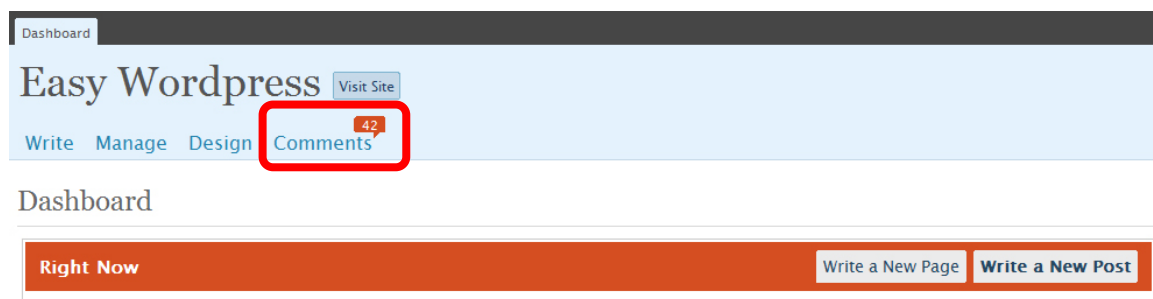
1. *Themes* – When you first install Wordpress, two themes are included which are the Wordpress Classic and Wordpress Default (Kubrick). You can upload as many themes as you want and change it with one click in this section.
2. *Widgets* – New in Wordpress version 2.2 and above, the “widget” feature in Wordpress allows you to add, arrange and remove content from your theme’s **sidebar**, which is the navigation panel usually on the left side of your blog’s layout. If you don’t see this feature, your Wordpress installation needs an upgrade!



3. *Theme Editor* – In this section, you can make direct changes to your blog's theme. You can edit codes, add codes and even make functional changes. However, it's not recommended to touch this part at all unless you know what you're doing.

You will learn more on how to add, manage and edit themes in the following chapters.

The “Comments” Submenu



One of the advantages of using Wordpress is that your readers can leave comments on your blog, making it interactive, something like what a forum does. You can leave comments on your own posts, and you can also reply to someone else's comment.

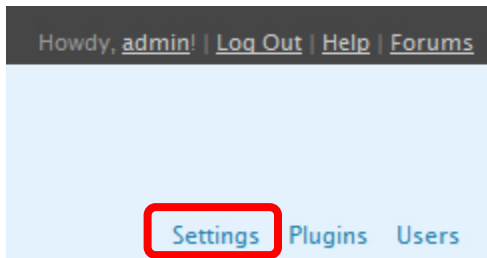
In the “Comments” section you will see two options:

1. *Comments* – Here you will see all the latest comments and trackbacks made on your blog. You can edit them individually or use “Mass Edit” to edit multiple comments at a time.
2. *Awaiting Moderation* – If you chose to moderate and approve comments manually, they will appear here first.

You'll also probably see the term *URI* mentioned in Wordpress, which stands for (Uniform Resource Identifier). For all practical purposes, this is similar to *URL* (Uniform Resource Locator), which is the web address you type in your browser.



The "Settings" Submenu

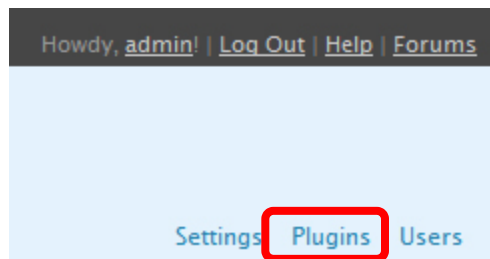


This section controls all the important settings of your blog. Here are some of the submenus you'll see:

1. *General* – Controls the basic functions of your blog.
 - a. *Blog Title* – You can put just about any title for you blog, but if you're writing a business blog, I'd suggest that you put in your main keyword as the title.
 - b. *Wordpress Address / Blog Address* – This section should already be filled with your blog's web location.
 - c. *Email Address*
 - d. *Membership* – Controls who can comment on your blog.
 - e. *New User Default Role* – The default should be "Subscriber" and you can leave it as this.
 - f. *Date and Time* – This should also be filled in, for practical purposes there is no need to change any settings.
2. *Writing* – This section controls how you add content to your blog.
3. *Reading* – Allows you to change your blog's main page to a **static home page**. You can also control how many posts appear on your blog's main page, and how many posts appear on your RSS feeds. Most of these are explained and elaborated in the following chapters.

4. *Discussion* – This is where you control user participation, especially comments, on your blog. You can leave the settings as they are.
5. *Privacy* – You can choose to make your blog private and inaccessible by search engines, if you want. Since you're trying to make money online, you should choose to make your blog public.
6. *Permalinks* – Permalinks or *permanent links* control the page structure of your site as it would appear to search engines. In later chapters we cover how to modify your permalinks.
7. *Miscellaneous* – Other options that you don't really need to worry about.

The "Plugins" Submenu



You can add more functionality to your Wordpress blog by installing third-party plugins, which are mostly distributed free or under the GNU license. A lot of smart programmers develop amazing plugins for Wordpress that they distribute for free, while you will also need to pay for some. In this section you'll see the following submenus:

1. *Plugins* – Here you can activate and deactivate any plugin on your blog. It may look empty for now but trust me you'll soon fill this up to the brim!
2. *Plugin Editor* - In this section, you can make direct changes to your plugins. However, it's not recommended to touch this part at all unless you know what you're doing.

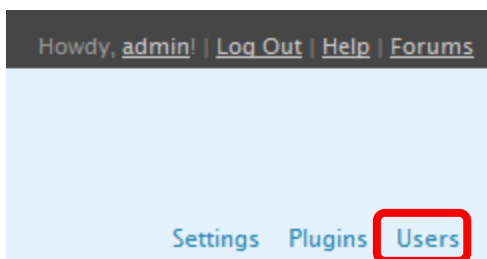
While there are thousands of plugins you can use, I have done the hard work for you and identified a handful of "must-haves", which are included in your Wordpress Adsense System package.



To download more free plugins, check this page:
www.easywordpress.com/labs/wordpress-plugins/

You will learn more about installing and using plugins, as well as using the plugin editor in the following chapters.

The “Users” Submenu



If you’re blogging alone, then you will not need to mess around with this section. However, if you’re allowing others to write for your blog then the *Authors and Users* tab will show you how to add, manage and delete new users. They are divided into a hierarchy:

1. *Administrator* – The owner of the blog, which is you. Has complete control over all aspects of the blog.
2. *Editor* – Can edit posts submitted by the author, and can create posts as well. The editor has access to the actual publishing features of the blog, as well as the management features.
3. *Author* – Can create posts that are edited by the Editor
4. *Contributor* - Can create posts that are edited by the Editor
5. *Subscriber* – Can only view posts and submit comments

For more information of the exact roles and responsibilities of user types, see: http://codex.Wordpress.org/Roles_and_Capabilities.

The other submenu you'll see here is *Your Profile*, where you can update your email and password, as well as control how your name appears on your blog.

Installing Wordpress Plugins

One of the most important reasons why Wordpress is the superior tool for creating Adsense niche websites is its ability to install plugins that gives it additional features you would otherwise pay a bomb for. Most of the plugins are available for free from <http://wordpress.org/extend/plugins/>

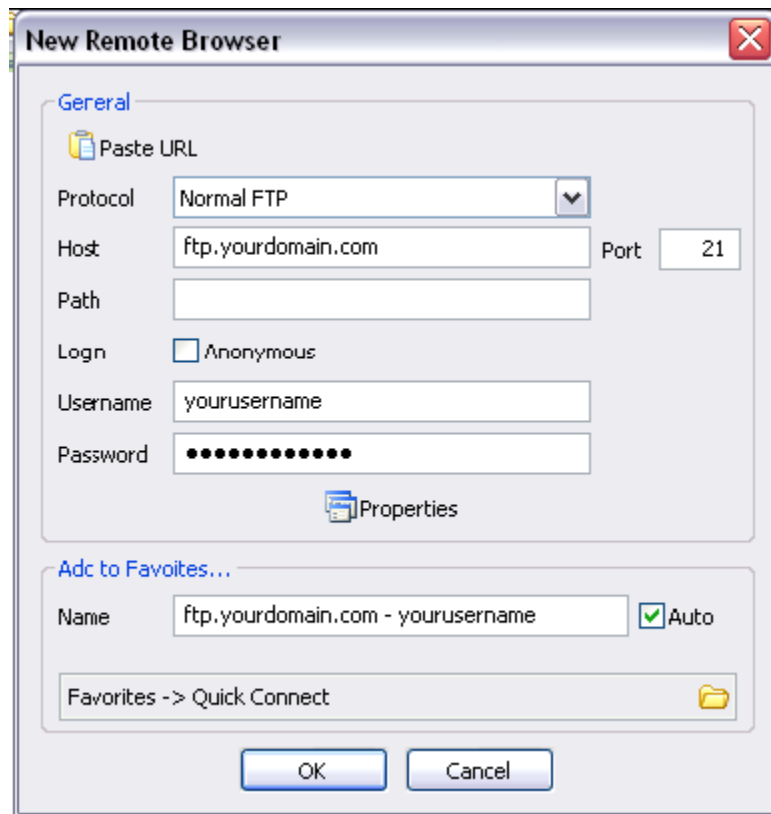
However, it can be quite overwhelming to go rummaging through that site unless you know exactly what to look for. For the purposes of creating Adsense sites, I have already tested and short-listed a handful of plugins that you will need.

These files are already included with your purchase of this guide. If you can't find it, you can always login to your member are and download it again:

<http://www.easywordpress.com/amember/login.php>

Unzip it using **WinZip** (PC) or **StuffitExpander** (Mac). When you're done, connect to your host using your FTP application, and upload the contents of the entire folder into this directory:

www.YourDomain.com/wp-content/plugins



Please make sure when using your FTP program, you first open the folder location as above and upload all the plugins into the folder. If the plugins are not inside the folder you will not be able to use them!

If you're not sure on how to use an FTP, here is an example setting for Smart FTP, but please use your own domain name and also check with your hosting provider for more information.

Please also refer to the video tutorials included and check the forum, or you can read a basic FTP tutorial here:

<http://www.pageresource.com/putweb/ftptut1.htm>

When you're done, go to your Dashboard and click on the Plugins tab. You should see a listing there for all the plugins you've just uploaded. You do not need to activate all of them now, just follow the guide and activate them one by one.

Installing Wordpress Themes

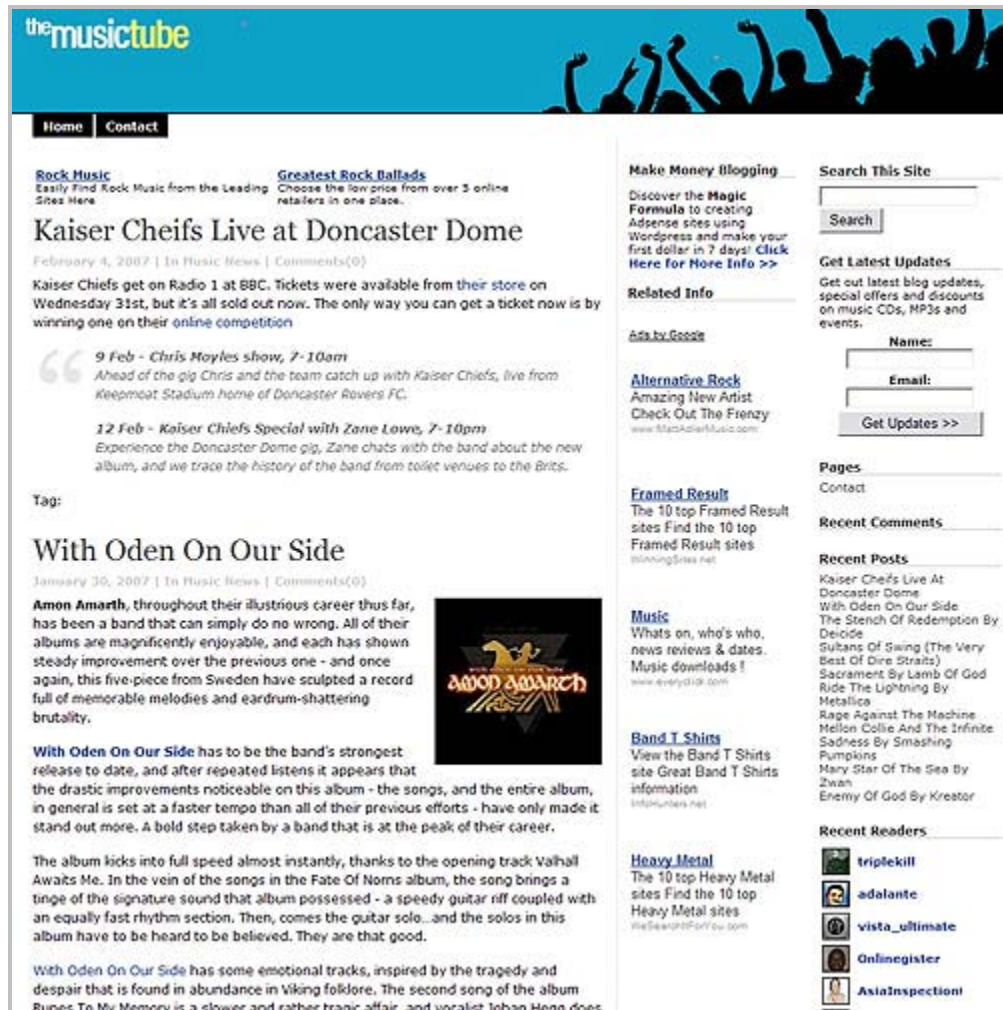
A Theme is more than just a template. While a template is just about the design of your website, themes also change the functionality and the search engine attractiveness of your website.

For a complete list of all available Wordpress themes, you can refer to this site: <http://themes.wordpress.net>

Most themes contain either too many graphics or too many “bells and whistles” that makes your website bulky and impossible to look like an ordinary, hand-built HTML site.

On the official themes site you may find a theme that you like, but if you’re a beginner I strongly recommend that you stick to the **“Super Adsense” theme** supplied in your Wordpress Adsense System package.

The Super Adsense theme is **specifically designed for beginners**, and it will remove a lot of unnecessary steps to help you get started as fast as possible. With the Super Adsense theme, I have already inserted all the Adsense codes for you and that’s left for you to do is to insert your Adsense and Clickbank IDs.



All you really need to do is design your own header graphic, and in most cases all you need to do is change the name of the site.



You can download the basic Super Adsense theme here:
<http://themes.easywordpress.com/>

Please refer to the instruction files in the theme to find out how to upload, configure and activate this theme on your Wordpress blog.

You can also refer to the video tutorials, which you can access in your member's area: <http://www.easywordpress.com/amember/login.php>

Configuring a Static Front Page

One of the cooler functions added to version 2.2 and above is the ability to use a **static front page** on your blog, therefore making it more like an ordinary website and less like a blog. Your visitors will see the same front page no matter how many times they visit your blog. All your new posts are quietly posted to their related categories behind your home page.

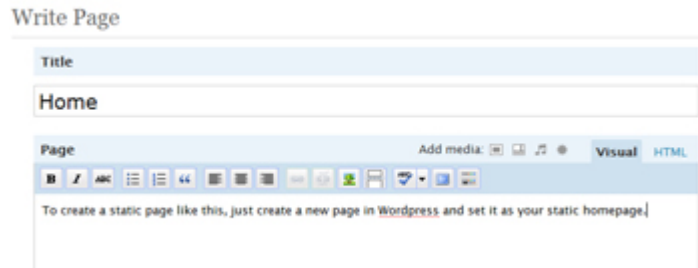
Now you can create your website's home page, and at the bottom put links to your categories. Your categories will then have links to your posts.

If you do this, your new site's hierarchy will look like this:

Tier 1	Tier 2	Tier 3
Home Page →	Category 1 →	Post 1
		Post 2
	Category 2 →	Post 3
		Post 4
	Category 3 →	Post 5
		Post 6

You can see how this automatically creates three "tier" levels for your content, which is exactly how most HTML niche websites are built. With this capability, you can use the power of Wordpress yet avoid creating an actual blog:

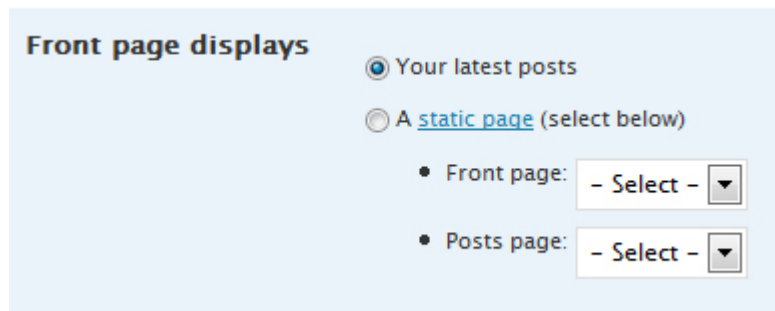
- Your main page links to your categories or to sub-pages
- You can treat each post as a new page in that category



To do this, you need to create a new page on your Wordpress, and although you can name it anything you want, I suggest that you name it "Home".

On this "Home" page, you can write the introduction to your website, and at the bottom you can put links to all your categories. Then, create another page and name it "**Blog**". This is the page that your existing blog main page will be transferred to.

Finally, go to *Settings > Reading* in your dashboard, and you'll see the options for your front page.



Configuring it is easy:

- Front Page – select the Home page
- Posts Page – select the Blog page

Click on "Save Changes" and your Wordpress blog should have a static home page. But where did your existing posts go to? They should be on your "Blog" page, which you can access by typing in www.yourblogurl.com/blog/ or www.yourblogurl.com/subfolder/blog/ depending on whether you installed Wordpress in the root folder or in a subfolder.

Anytime you want to deactivate the front page, select “Your Latest Posts”.

Why would anyone want to have a static front page instead of the normal blog front page with all your latest posts? Well...

1. Not everyone wants to blog day in and day out. Sometimes, people want to take a bunch of articles and create a site, and then **move on** to another site. By having a static front page, your blog will not look abandoned even if you don’t write for a long time.
2. When your site becomes too big, having a static front page can work better to **direct traffic**, similar to what I have done at www.easywordpress.com

However, to follow the rest of this guide I strongly recommend that you turn off your static front page until you’ve mastered the use of Wordpress, and adding Adsense to your blog.

Creating Your First Post

Try creating your first post by clicking on the “Write” submenu. You will see a default post there, which you can delete. Create your first post about anything you want, and click on “Publish”.

Then click on “View Site” and see your proud new creation – you now have a Wordpress Adsense System. Yes, it doesn’t look like much but I’ll advise you to not be in a hurry because it just deprives you of the pleasure of learning something new.

In fact, I would recommend that you create as many posts as you want till you get comfortable with the idea of creating new “Posts” and “Pages”.

Chapter 3:

On-Site Search Engine Optimization

In this chapter, you'll discover the essential tips and tricks to make all search engines fall in love with your Wordpress blog. When they love your blog, they will pay you a visit more and more each day, and proudly display your content on their search engine results page (SERP) for the whole world to see.

Before you continue with this chapter, make sure that you have set all the required access permissions as mentioned in the preceding chapter. If you ever get any sort of error message, it means that you should modify the access permissions using your ftp account, as mentioned in previous chapters.

You should also make sure you can at least find your way around your Wordpress Dashboard and are comfortable when creating new posts and pages.

In my opinion, the search engine optimization tips I'm going to reveal here are the only ones you will really need to get your Wordpress Adsense System sites read, indexed and ranked by search engines like Google, Yahoo and MSN.

Search Engine Optimization is important, but it's not worth your time to fuss over the details and end up as an "SEO Zombie". I recommend that you follow the basic strategies mentioned in this chapter, and forget about trying to force your way up the search engines to the coveted first page of the search engine results.

Doing Proper Keyword Research

Keyword research is a real tricky thing. It can make or break your Internet home business dreams. If you target keywords that are too competitive, you end up chasing dreams of grandeur that will never materialize. If you target keywords that are too easy to achieve, you'll end up on the first page of Google and realize that your no. 1 position means squat.

The secret is in finding a balance.

The most profitable online market is not the general market, but the **niche market**. Therefore when targeting keywords, you must target niche keywords. A niche keyword is usually smaller, two to four words long, and is a subset of the larger general keyword.

Let's take a step-by-step approach to keyword research using a free tool called the Yahoo Keywords Suggestion Tool. Open up this site in a new browser window so you can do your own hands-on training.



Use Wordtracker's Free Keyword Suggestion tool:
<http://freekeywords.wordtracker.com/>

This tool is not 100% accurate when it comes to the numbers, but relatively it gives you an idea of what keywords you should target for your blog or website.

Step 1: Finding a General Market

You must know the general keyword for your blog or website. If you don't, bang your head to the wall and ask yourself what you're doing trying to make money online.

Newsflash: Your website cannot be about everything. It must be about something. You can't build a site and say *"Oh, my website is about everything that happens in my life, and I don't want to limit myself by sticking to one topic"*.

107,086 searches (top 100 only)	
Searches	Keyword
8947	guitar tabs
8768	guitar hero
7503	guitar
5268	guitar hero 3
4077	guitar center
3823	guitars
3409	guitar chords
2760	teardrops on my guitar
2401	jackson guitars
2380	online guitar lessons

The truth is that with a few exceptions, such "do-it-all" personal-ranting type of sites are doomed to failure right from the start. It's ok to have a site where you talk about your everyday life, but there must be a main theme; a main niche; a main keyword for that site.

In the example here, I'm going to choose guitar as my main keyword. Mentally, I am going to tell myself that my blog is about guitars, so no matter how much unrelated stuff I

throw into my site, the majority (80% or more) of my blog posts or content is going to be about guitars. That would give my site a theme and a reason for people to visit. If I have too much unrelated stuff to talk about, it's best to put it into a new site.

Right, now you have a **general keyword**. But that's only the beginning.

You cannot possibly dream about getting ranked number 1 in Google or other search engines when someone types in the word guitar. It's way **too competitive**. Likewise, never try to rank for a general keywords like health, money, home, insurance etc unless you can meet some or all of the following criteria:

1. Your site features a revolutionary new idea / software / service that will change the entire industry forever.
2. You are the undisputed, established offline industry leader and you are taking your business online.
3. You are a millionaire who you can spend hundreds of thousands in advertising every month.
4. You can hire a team of smart, highly-trained SEO experts (people who specialize in search engine optimization) to monitor the progress of your site and the ranking for your general keyword.

No? I didn't think so...

Yet I see so many people try to rank their blogs for general keywords. They add 5-10 new posts a month, have no credibility, spend zilch on advertising and have absolutely nothing revolutionary going on.

It's just never going to happen.

So, from your general keyword, you need to select a more targeted keyword based on your interests, and your own capability. The size of your keyword should depend on these few things:

- How much time can you spend on SEO?
- Are you willing to spend money in advertising, buying links, etc?
- Are you capable of writing credible information for that topic, or can you find people who can?

Step 2: Find Your Niche Keyword

From the general and utterly useless keyword guitar, I found a niche market I can focus on. I choose electric guitar because I love the electric versions as compared to the acoustic guitars, and I know a great deal about them. It's also something I'm passionate about and I know that I can make money from.

7,698 searches (top 100 only)	
Searches	Keyword
1569	electric guitars
1484	electric guitar
514	electric guitar lessons online
409	online electric guitar lessons
212	free electric guitar lessons online
153	cheap electric guitars
125	discount electric guitars
125	electric guitar schematic
95	cheap fancy electric guitars
93	cheap prices on electric guitars
90	best electric guitars cheapest prices

But, this keyword is still highly competitive, and while it's not impossible to rank highly for this search term, it's just not feasible if you're just getting started in your own Internet home business.

Yes, you can listen to your ego, have a gung-ho attitude, and just go for it. You might just make it. But I think, if you're new to SEO and Internet

marketing, this is not a safe bet. Instead, you need to go one level deeper into the **third-tier keyword** range. To understand this concept, just count how many clicks you need to make from the original search term guitar till you get to one you can target. If it takes you 4 clicks it means you're already into the fourth-tier keywords.

Step 3: Organize and Strategize Your Keywords

Now I've clicked on guitar > electric guitar > cheap electric guitar.

This is my **primary keyword**, and is the main keyword I will target on my blog or website.

All the other keywords contained under these keywords, are my **secondary keywords**.

If you click further from cheap electric guitar or any of the contained keywords you'll find a lot of lesser keywords, usually ranging from 5 to 500 searches per month, called the **long tail keywords**.

546 searches (top 100 only)	
Searches	Keyword
153	cheap electric guitars
95	cheap fancy electric guitars
93	cheap prices on electric guitars
68	electric guitars for sale cheap with amp
49	cheap electric guitars packages
19	very cheap electric guitars
7	cheap electric fender guitars

These long-tail keywords are usually too small to become the main keyword for your blog, but when you add them up they usually become bigger than your primary keyword. Some of these long-tail keywords cannot be discovered by any keyword research tool, because they are too random.

For every keyword someone types into the search engine that is tracked, there is another keyword searched that is either too long or too rare to be tracked. The only way you will discover these long-tail keywords is by looking at your site statistics over time.

For this reason alone, you need an entire master list of long tail keywords. It will be easy to rank for these keywords, but they bring in very little traffic. However, add the amount of traffic each keyword brings, and soon you'll have a very popular blog.

How to Use Your Keywords Effectively

So now you know which keywords you want to use, but how do you use them? Here's a simple guide:

Primary Keyword

- Use it as the main title of your blog, or website.

- Use it as the domain name of your site.
- Whether you realize it or not, this primary keyword will also be used on most of your other blog posts (if you keep to the topic), which will help your blog or site to rank for the primary keyword.

Secondary Keyword

- Use it as an optional tagline for your blog / site.
- Use it as the category name for your site or blog.
- Create new pages (or posts) with your secondary keyword.

Long Tail Keywords

- Use it to create individual posts. For example I create a new post called "cheap gibson les paul electric guitar" which comes under the keyword category "cheap gibson electric guitar".
- There are no limits to the sheer number of posts you can create, because there are way too many long tail keywords you can target, each with a tiny search figure every month.
- You can also create articles with these long-tail keywords, and submit them to article submission sites like www.myarticlemarketer.com. Let the articles rank on those high-authority sites instead, and at the bottom of your article you can have a link back (traffic) to your site.

The Keyword Efficiency Index (KEI)

While doing keyword research, besides the total amount of searches per month as you'll find in the Yahoo tool, there's another important key metric called **Keyword Efficiency Index**.

However, you cannot get this without further research. Copy your entire list of keywords into a spreadsheet (MS Excel or similar) and do a corresponding search on Google for the same keywords.



Then, **divide** the number of searches in Yahoo with the number of search results mentioned in Google to get a figure they call **Keyword Profitability** or **Keyword Efficiency Index (KEI)**.

As a mathematical formula, here's how KEI is derived:

$$\text{KEI} = \frac{\text{Number of Yahoo Searches}}{\text{Number of Google Results}} \times 100$$

Take the keywords with a higher KEI and create a master list of keywords, ranked from the most profitable (highest KEI) to the lowest.

This is a good way of doing things. There's absolutely nothing wrong with it, except for the following:

1. **It's An Abused Method** – Thousands of savvy Internet marketers know, and use this approach. Often, they have better software to do the job faster. In effect, you're competing with all these guys just to see who can get into the first page of Google. In some markets, using this approach is virtually useless, as so many people have done it before you did, and the keywords themselves have been abused to manipulate search engine rankings so much that it becomes useless.

2. **The Figures Are Misleading** – Yahoo's search figures are bloated because there are hundreds of automatic software programs using the tool for research and testing.
3. **Search Terms Are Inaccurate** – Yahoo can't tell the difference between plural and singular nouns. For example, if you search for "guard dog" and "guard dogs" you get the exact same results. Are all those people searching for just one dog, or many dogs?
4. **Search Terms Are Jumbled Up** - Yahoo also becomes more confusing the longer the search term gets. You'll notice that beyond the 3-word phrases, sometimes the positioning of the words becomes jumbled up.

When you're doing keyword research, it's risky to take the data you get as **the absolute truth**. Don't expect to get accurate results from Yahoo, which is a free, proprietary search tool.

Instead, just take the data you get as an **overall indication** of what things really are. You just need Yahoo to get an overall picture of how big the market is, and what search terms are used by that market.

Yes, by doing KEI research you'll get more accurate results, but very often the time involved with this activity and the inaccuracies of free keyword research tools make it pointless. You can still just do the basic keyword research and build your Adsense site or blog with Wordpress.

However, if you want to do KEI research then you must use professional keyword research tools. It takes away 99% of the work involved, and gives you much more accurate results since they take their data from a few sources instead of relying on just one.

Professional Keyword Research Tools

The Yahoo Keyword Suggestion Tool is not something you should swear by. It works to give you an overall understanding of the market and the keyword structure, but if you want to bring your research to the next level, you can (and should) use proper keyword research tools.

If you do it manually, you'll need a **Microsoft Excel** spreadsheet handy so that you can type in all the keywords you want to use for future reference. This can get quite messy as your list of keywords get larger. If you use keyword research software, it does all the tedious tasks for you and gives you a list of keywords you can save directly into Microsoft Excel.

Here are some good keyword research tools:

1. **Good Keywords** (www.goodkeywords.com) – A free keyword research tool, works OK for basic keyword research but will not find related keywords. It will only find keywords based on what you type in. It works great and is very user friendly, but for the sake of accuracy my opinion is that you'll need to pay for a service like Wordtracker or SEO Elite.
2. **Wordtracker** (www.easywordpress.com/go/wordtracker) - Gives you better, more accurate keywords using their own keywords database. It also gives you reports on **keyword competitiveness**, which is another important metric we didn't discuss here. You can get a free trial account, and see how it works.
3. **Keyword Elite** (www.easywordpress.com/go/keywordelite) - A keyword research and keyword analysis tool. It basically automates all the processes I mention in this chapter, and more that I don't. It allows you to find related keywords based on one keyword, so you can

end up with a massive keyword list using this tool. It also allows you to group keywords together, and mix-n-match between different groups. As I said, this is one heck of a tool to invest in.

Keyword Research and Search Engine Optimization is a huge topic by itself, and too many miles to cover in this eBook. In the next sub-topics I'll give you a complete crash course on the topic, but if you want to start from scratch I recommend that you do further research on the Internet.

On-Site Optimization Strategy

There are two types of search engine optimization you need to pay attention to, namely On-Page Optimization and Off-Page Optimization. This chapter will explain the former, and Chapter 8 will explain the latter.

On-Page Optimization means optimizing all the elements within your Wordpress niche website; something over which you have direct control. For the purpose of improving your ranking on the search engines, you need to:

1. Create a search-engine-friendly Permalinks
2. Create a search-engine-friendly Title Tag
3. Create keyword-focused Post Slugs

It all starts with your blog name and description. Although you can name your blog anything you want, remember that it will show up in your blog title and many other places as well. Under the *Settings > General* tab you'll see this:

Blog Title	<input type="text" value="Easy Wordpress"/>
Tagline	<input type="text" value="Testing Blog"/> <small>In a few words, explain what this blog is about.</small>

Here's the strategy I use:

1. *Weblog Title*: Your Primary Keyword
2. *Tagline*: Your Secondary Keyword(s)

Naming your blog this way has several advantages:

1. Firstly, it lets you automatically insert your **primary keyword** at the end of each post.
2. Secondly, it lets you use both your primary and secondary keywords on your index page (default page of your Wordpress blog) instead of just one keyword.

Permanent Link Structures

The first important SEO strategy is changing your *Permalinks*.

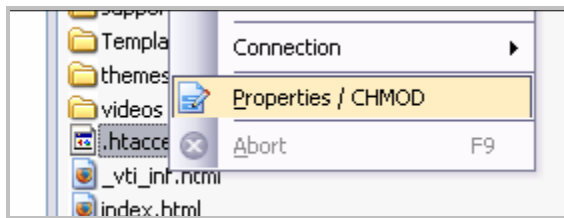
Permalinks or permanent links are how your individual pages appear to the search engines. Let's say you create your first post and call it "Welcome To My Blog", then by default your permalink will look something like this:

`http://www.yourdomain.com/?p=123`

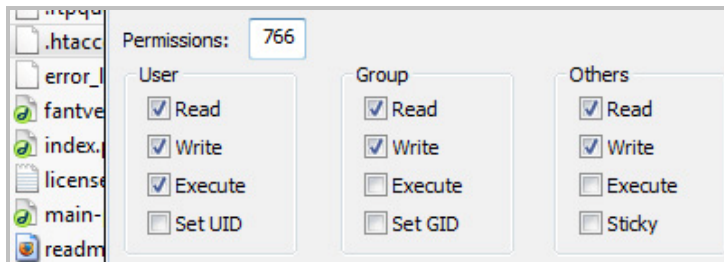
Although this is ok, in terms of search engine optimization it's not the ideal thing to do because by looking at it I can't tell what your post is about. The search engines can't either!

So the first thing we want to do in terms of search engine optimization is to make sure our permalinks are “search engine friendly”, which means that they are in a format preferred by search engines like Google and Yahoo.

To do this, you’ll need your FTP application again. Connect to your host, and in the directory where you installed Wordpress, look for a file called **.htaccess** – this file controls permissions to your entire Wordpress account.



Set the permissions to be 766 as the image below:



NOTE: Creating access permissions for your htaccess file is done automatically in Wordpress version 2.3 and above, but you can do it anyway so you know how it’s done.

Wordpress gives you the option of modifying the permalinks into more search-engine friendly formats. There are 2 options you can use:

Option 1: Basic SEO – Good For Any Blog



This type of structure is ideal for almost any type of site you want to create. The screenshot on the left

shows how to edit your Permalinks. You need to click on the tabs *Settings* > *Permalinks* and you'll see this, and this is the code you enter under Custom Structure:

`/%postname%/`

Then, click on "Save Changes" to change all previous and future posts into this new format.

Option 2: Advanced SEO

If you have already used Wordpress before, use this structure:

`/%category%/postname%/`

Each post or page you create in Wordpress will be assigned to a "Category" which is a numeric value (a number). This will change your post into:

www.YourDomain.com/mycategory/welcome-to-my-blog/

Please note that if you use this type of permalink, you should only assign **one category to each post**. You should also **NEVER** change your categories once you've created them, since this is equivalent to deleting a post. As far as search engines are concerned, your page will no longer exist if your category is deleted or changed. Then, your new page will have to go through the entire process of getting re-indexed and ranked.

This structure is better because you can use your *primary keyword* in your category name, and *secondary keywords* in your post name. However, if you're doing this for the first time, you're bound to make mistakes with naming categories and you may want to change them later.

That's why I recommend that you go for Option 1 if you're a beginner, and only use this type of permalink on your second Wordpress Adsense System blog.

Bottom Line: Once you have chosen a permalink structure, **NEVER EVER** change it again especially if your website is already indexed in Google or other search engines. Doing so will only cause your existing pages to be considered invalid and you'll have to go through the process of indexing your pages all over again.

Title Tags, Descriptions, and No-Index

The second most important SEO strategy is modifying your Title Tags. Most search engines still read your title tags first to find out what your content is about, and how to rank it when someone does a search related to what you've written.

By default, here's how Wordpress displays the title of your post:

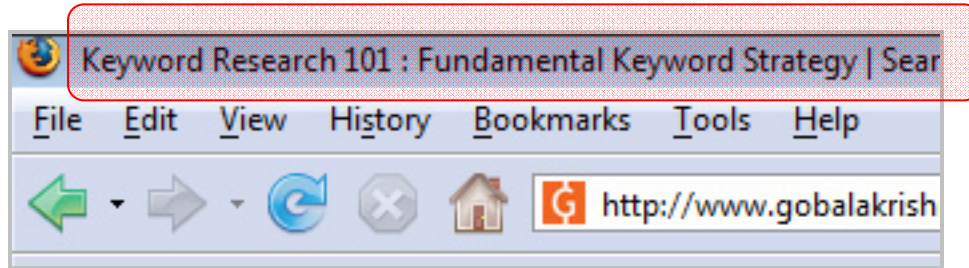
Your Site Name >> Your Post Name

All you have to do is to reverse that order and put your page name first, followed by the category name and finally your blog's name, like this:

Your Post Name | Category Name | Blog Name

This gives you the advantage of putting your post title (with your keywords in them) first, increasing your chances of getting ranked higher. Now your title tag is much more meaningful to both humans and search engines.

Confused? Most people never notice the title tag of a website, but search engines always do. This is where the title tags appear on a website:



When someone does a search in Google, the first thing they see is your title tags:



To start editing your title tags and other tags, we'll use a Wordpress plugin called "All-In-One SEO" which is already included in your purchase of this guide.

You'll need to upload this plugin into the correct folder, as explained in [Chapter 2](#). Login to your Wordpress again, and click on Plugins. There you will see a column for the "All-In-One SEO Pack" – activate this plugin.



Then click on *Settings > All In One SEO* and you can enter some important configuration to your Wordpress blog. Let's dissect the settings by 3 parts so you'll understand better what you're going.

Home Title:	Wordpress Blog Tips : All About Wordpress Blogging
Home Description:	Wordpress blog tutorials, themes, plugins, tips and hacks. Everything you need to know about Wordpress blogs or blogging tips, you can find it here.
Home Keywords (comma separated):	wordpress blog, wordpress blogging

The first part controls your home page (main page of your Wordpress blog). Here are the options you'll see:

- **Home Title** – Referring to your keyword list, create a title for your blog using your primary and secondary keywords. Try to make it a complete sentence instead of just stuffing it with keywords.
- **Home Description** – Give your blog a description, and remember to use all your important keywords in there. Again, write this as if someone else is going to read it.
- **Home Keywords** – Enter your primary and secondary keywords.

The second part controls the optimization for individual posts on your blog, categories and other pages. You can leave almost all the settings as it is, as these are pretty much the best optimization to use on your blog. I like to add the tags **%/category_title%/** to the **Post Title Format** and you can add this manually if you want.

Rewrite Titles: ☒

Post Title Format:

Page Title Format:

Category Title Format:

Archive Title Format:

Tag Title Format:

Search Title Format:

Description Format:

404 Title Format:

The final part of the settings has to do with **duplicate content** and the **no-index** tags. You should choose to have a no-index applied to Categories, Archives, and Tag Archives.

This is because when you publish an article or a post on your blog, it appears not only on your home page but in all those pages as well.

Use Categories for META keywords: ☒

Use noindex for Categories: ☒

Use noindex for Archives: ☒

Use noindex for Tag Archives: ☒

Autogenerate Descriptions: ☒

Therefore, you'll keep multiple copies of the same article on your blog, and this causes a problem called **duplicate content**, which is frowned upon by the search engines.

You see, search engines like Google need a lot of hardware to store information from the Internet, and to use this server space properly they only want to keep one copy of everything. If they come across many copies of the same article, they will only keep one and ignore everything else.

Since you cannot change the way Wordpress archives and stores your content, what you CAN do is to tell the search engines to ignore duplicate versions of your content by using what's called a **no-index** tag. It's no point

going deeper into how this works, all you need to know is that by checking the options exactly like you see in the screenshot above, you'll be all set to optimize your Wordpress blog as the search engines like it.

Optimizing Individual Posts

The final On-Page Optimization trick you need to learn is how to create compact, keyword focused **Permalinks**.

What are permalinks? In laymen's terms, it's the **name of your post**.

Let's say you created a post called "I Finally Finished Creating My First Adsense Site Yesterday". If you publish this post, you will get a permalink that looks like this:

`www.MyDomain.com/12/i-finally-finished-creating-my-first-Adsense-site yesterday/`

Now, not only is that permalink painful to my eyes, it also takes some time for me to figure out what your page is all about.

Whenever you're writing a new post, before you publish it make sure that you're creating a compact, keyword-focused permalink which will be more meaningful to humans and search engines alike.

Permalink: `http://easywordpress.com/test/` [Cancel](#)

Assuming that the keyword you're targeting is 'Adsense site', you should modify your permalink to be something like this:

`www.MyDomain.com/12/my-first-Adsense-site/`

The general rule of thumb is to make sure at first glance the gist of your post is visible on your permalink. To modify your post slug, you'll need to type it in the Post Slug section when writing a post – YES it's a manual process☺

By doing this, you can write a more meaningful title, which is separate from your actual post slug, where you can just use your main keywords.

All in One SEO Pack

Title:

Description:

Keywords (comma separated):

160 characters left (most description)

While writing individual posts, you will also see the All-In-One SEO pack's additional features, which allows you to add descriptions, keywords and more to your post.

Although adding all these keywords and descriptions on each post you write can be quite tedious, if you do this consistently enough you'll soon start to see better traffic from search engines.

Creating a Google Sitemap

A *sitemap* is a special file that consists of links to your entire site's post and pages. The function of a sitemap is to give search engines a complete "map" of your website without having to go through the individual pages to find other pages.

By using a sitemap on your Wordpress blog, you'll make it easier for search engines to find your content, index your pages in their database, and in time give your pages a search engine ranking.

A Wordpress plugin called “**XML Sitemap Generator**” will do this automatically for you, and is included with this guide. Activate this plugin in your Wordpress dashboard, and click on “Build Sitemap”. The plugin will then automatically generate a sitemap for you, and inform important sites about your new sitemap.

Status

- Your [sitemap](#) was last built on **November 11, 2007 10:50 am**.
- Your sitemap ([zipped](#)) was last built on **November 11, 2007 10:50 am**.
- Google was **successfully notified** about changes.
- There was a problem while notifying YAHOO. [View result](#)
- Ask.com was **successfully notified** about changes.
- The building process took about **0.83 seconds** to complete and used 7.31 MB of memory.
- If you changed something on your server or blog, you should [rebuild the sitemap](#) manually.
- If you encounter any problems with the build process you can use the [debug function](#) to get more information.

Every time you post, the sitemap plugin will automatically notify search engines, and they will come over to grab your new pages. This will mean that it will take a shorter time for you to get indexed and ranked, and using sitemaps is an integral part of SEO.

Chapter 4:

Off-Site Search Engine Optimization

While on page optimization is all about how your Wordpress blog is set-up internally, off-page SEO refers to how it is set-up externally. It basically depends on:

- **How many other sites link to your sites** – the more the better!
- **How popular or established those sites are** – some “authority sites” are worth more than low-traffic, new websites.
- **What keywords they use in the link** – the keyword in the link must match the content.

Most search engines like Google place a lot of emphasis on links between sites, and they use this to determine if your site is worth getting a first page ranking or not. Therefore, it's very important to have a linking strategy if you want to get a lot of traffic to your Wordpress site.

To do this, you must come up with at least *5 link texts* for your website, with each link containing your targeted keywords or a variation of your targeted keywords. For example:

- Link Text 1: Wordpress Blog Tips**
- Link Text 2: Wordpress Blogging Tips**
- Link Text 3: Blogging with Wordpress**
- Link Text 4: Easy Wordpress Blog Tips**
- Link Text 5: Tips on Wordpress Blogging**

In the example above, the keyword I am targeting for my blog is “Wordpress Blog” and “Wordpress Tips”.

If I were to just use the words “Wordpress blog” in all links pointing to my blog, most search engines will see this as **keyword spamming** and they

may even remove your site from their database. To avoid this, you must vary the keywords you use.

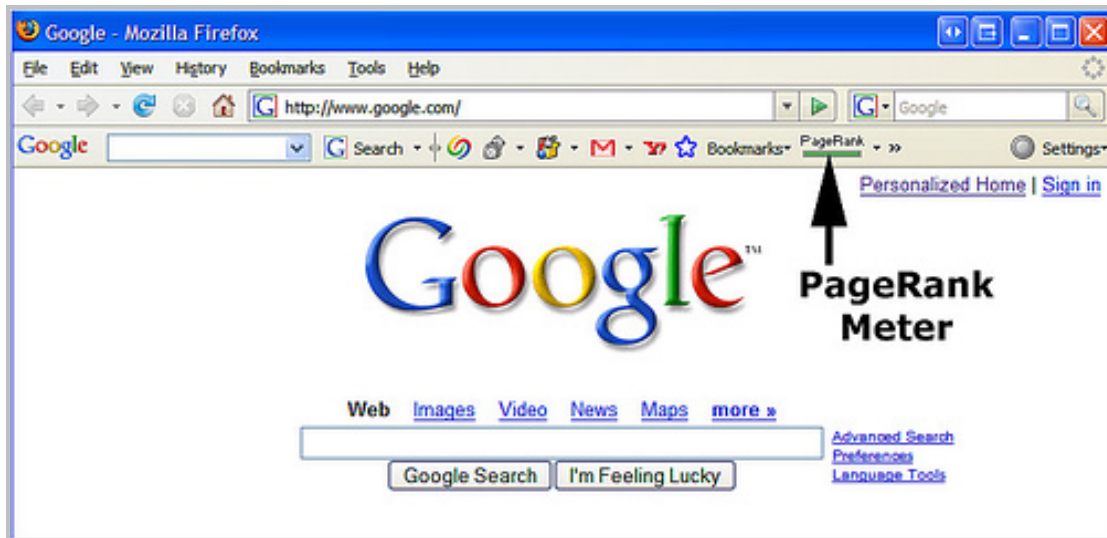
Understanding Pagerank and Alexa

PageRank is a term invented by Google, and it is often used to measure how popular or important a website really is. You can think of it as a formula that tells Google which sites to like, and which ones to dislike.

According to Wikipedia:

PageRank was developed at Stanford University by Larry Page (hence the name Page-Rank) and later Sergey Brin as part of a research project about a new kind of search engine. The project started in 1995 and led to a functional prototype, named Google, in 1998. Shortly after, Page and Brin founded Google Inc., the company behind the Google search engine. While just one of many factors that determine the ranking of Google search results, PageRank continues to provide the basis for all of Google's web search tools.

The easiest way to get to know PageRank on a closer level is to install the Google Toolbar: <http://toolbar.google.com>



After you have installed the toolbar, visit some of your favourite sites and see how much the little green bar changes. This tells you that all sites have different PageRank, which also means that they all have different search engine rankings.

If you want to make money online, PageRank is a term that you will come across many times, perhaps even more than you want to. It's an integral part of Internet marketing, but here's the funny part: **no one really knows how it works!**

Unless you're a Google employee with the proper authorization, you cannot be sure how this secret formula works. Here's what the smart marketers have guessed so far:

- It is a constantly changing formula
- The minimum is 0, the maximum is 10
- More is better, so a PR7 is better than a PR3
- All sites start out at 0, and only a handful of sites have PR10
- Google updates the PR of all sites periodically
- Having more links to your site can give you a higher page rank

- Having links from an established, authority sites¹³ with high PR means more than getting links from low-quality sites with low PR
- PR itself does not related to the amount of actual traffic
- PR itself does not determine search engine ranking, although it may influence it

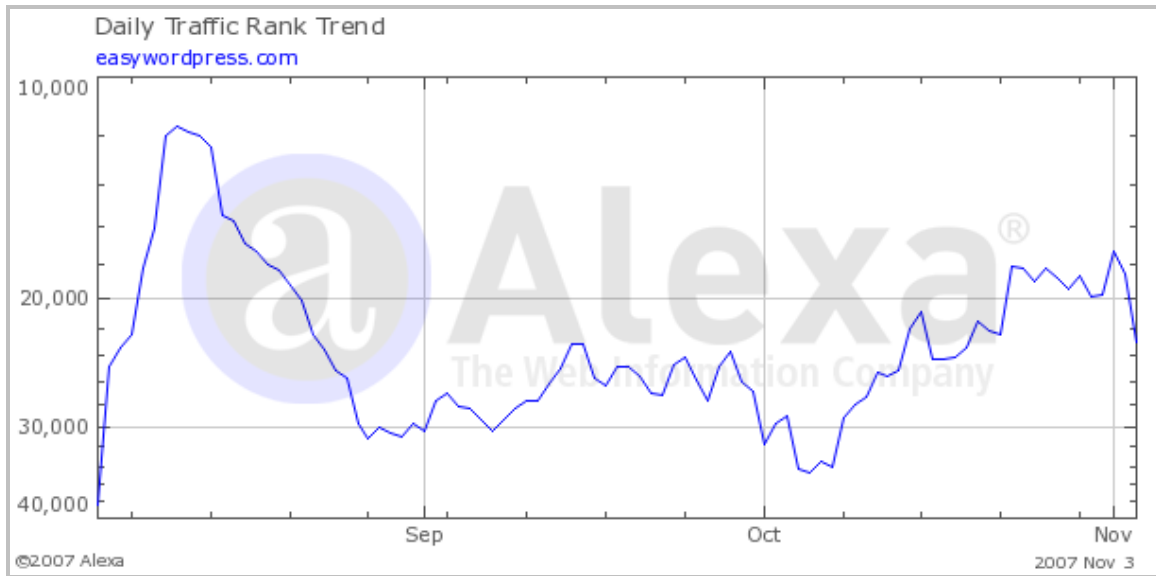
Some marketers, like myself included, suffer from what I call “**PR burnout**”. We’ve spent a lot of time chasing for higher PRs and finally gave up when we realize that having a high PR does not guarantee more traffic, and it most definitely does not covert into more income.

So why bother, you say? I’ll get to that later.

Another important thing to understand is **Alexa rankings**. This is done by www.Alexa.com, a subsidiary of Amazon. This company publishes statistics and ranks websites according to the amount of traffic that website gets.

To check your blog’s Alexa rankings, go to www.Alexa.com and click on “Traffic Rankings”. Enter your domain name, and you’ll get a graph that looks like this:

¹³ An *authority site* is a term commonly used to refer to sites that serve as reference points to other websites in the same industry. These sites typically have a lot of high-quality content, are well maintained, and are sometimes non-commercial reasons. For example, About.com and Wikipedia.org are considered major authority sites, but there are also other authority sites, forums and blogs relevant to individual niche markets.



Generally speaking:

- All sites start out with an Alexa ranking in the millions, for example 4.5 million.
- The smaller your ranking, the better.
- Sites that rank below 1,000 are usually huge sites like Amazon, CNN, Google, Yahoo and YouTube.
- Your rankings will fluctuate with the amount of traffic you get.

So what's up with PR and Alexa? Does having more mean you're making more money? Absolutely not!

PR and Alexa are **measuring tools** used by almost all site owners to gauge the popularity and worthiness of a site. When a seasoned Internet marketer visits your site, those are the first things he'll look at to determine:

- If he should bookmark your site
- If he should read your site more often
- If he should advertise on your site
- If he should worship you as a "guru"

In other words, PR and Alexa will influence how other website owners perceive your blog, so you cannot ignore these vital statistics. You'll need to check quite often to see if your rankings are improving, but generally what you really need to focus on is getting more traffic.

And the best way to get more traffic, a higher PR, and a lower Alexa is to build links to your blog.

Links Building Tactics

Now that you've developed a list of title tags you can use to link to YOUR site from other sites, it's time to embark on a link-building campaign. Remember, link-building is a gradual process and you cannot expect to get this done in one day. Instead, you'll need to do this continuously for several months at least to see results.

If you have 0 links pointing to your site today and suddenly that increases to 1,000 links tomorrow, it's surely going to raise some red flags in search engines like Google.

So here are a few basic link-building tactics that you need to implement gradually, and we'll cover them partially here while the rest are covered in their respective chapters.

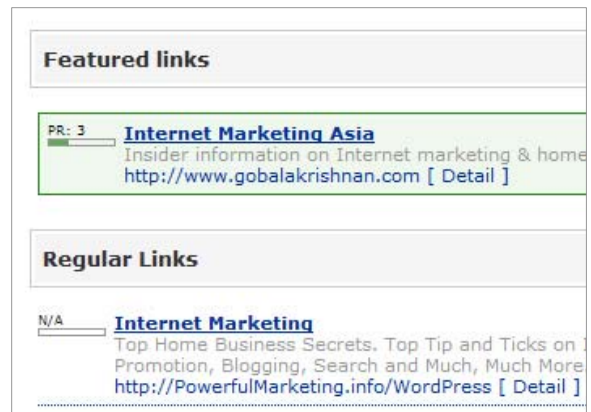
- Create a small blogroll link exchange
- Submit your blog to web directories
- Submit your RSS feed to RSS directories
- Create a 3-way link exchange
- Submit related articles to article directories
- Submit your blog and tags to Technorati
- Submit your posts to social bookmarking sites

Get Exclusive Featured Links from Us

Why not start your search engine optimization strategy from the place you bought this eBook?

At our Wordpress blog directory, you can get up to **five (5) links for FREE**, without a link bank to our site. It's the least we can do to make sure your blogs get a head start and steer you in the right direction.

All your links will be "Featured" links so it will show up on the top of the page in individual categories, giving it more exposure and traffic.



Getting a link on our directory, with a **high PageRank and Alexa rankings** will definitely help your own blog improve its rankings. However, there are a few guidelines that you **MUST** adhere to in order for us to give you the links:

- You site must be powered by a Wordpress blog
- Your site must have at least 10 pages of original content
- You must be an existing customer to get your links

Just give us these details:

1. **Name of your site** – refer to earlier sections on using keywords in your title
2. **Description of your site** – create a good description of your site
3. **URL of your site** – link to the location of the Wordpress blog
4. **Your purchase receipt details** as proof of purchase

5. **Category to be featured in** – decide which category in our category best fit your blog

Then, just go to <http://support.easywordpress.com> and send us an email. We'll take care of the rest.

Five links on this directory can cost **anything between \$25 to \$50**, so please take advantage of your privilege, but make sure your blogs are ready to be submitted. We need to maintain the quality of the listing, and you need to maintain the quality of your blog. It's a win-win situation if we both do it right 😊

Create Your Blogroll Link Exchange

Now that we've established that having other people link to your blog is a good thing, the question is "where do I start"?

Add Link

Name
<input type="text"/>
<small>Example: Nifty blogging software</small>

Web Address
<input type="text"/>
<small>Example: http://wordpress.org/ — don't forget the http://</small>

Description
<input type="text"/>
<small>This will be shown when someone hovers over the link in the blogroll, or optionally below the link.</small>

The easiest way to start is by linking to other blogs within your Wordpress account itself, and then asking them to link back to you. To do this, identify

other blogs in your niche market, and add their links to your blogroll, under the *Manage > Links* tab.

Once you've added a few sites, email the owners to notify them that you have placed a link, and ask them politely if they are willing to link back to your blog.

This isn't a fool-proof process – sometimes you get no reply, sometimes other blogs don't want to link to you until you can match their own PR and Alexa. However, it IS the easiest way to get started.



Find more blogroll partners on our forum:

<http://forum.easywordpress.com/f59/blogroll-link-exchange/>

"Blogrolling" is a long-term strategic move. As you build your blog you'll find more and more potential partners to hook up with and sometimes just one blogroll link on any of these sites can bring a lot of traffic.

Submit Comments on Other Blogs

This is perhaps one of the more manual link-building processes around, but it works just as good today as it did years ago. Doing this is easy:

1. Search for **related blogs** in your niche market.
2. Subscribe or bookmark those blogs and read them regularly – you can use Google Reader for this (www.google.com/reader/).
3. Find a post you want to comment on, and write a response to the post at the comments section, usually right at the bottom of the post.
4. There should be a field to insert your web address, name and email address – put your link here.

5. Your comments will be reviewed by the blog owner, and if appropriate it will be published on the post itself.
6. Others may be attracted to your comment, and click on your link to visit your blog.

Avoid posting shallow comments or putting your links in the comments themselves – a lot of blog owners don't like people posting rubbish on their blogs and they will either disapprove your comment or just delete it altogether. Put your website only in the "Website" column to be on the safe side:

Leave a Comment

Name

Mail

Website

Well actually, I can't quite agree with this! In my experience...

You are subscribed to this entry. [Manage your subscriptions.](#)

Submitting a comment is really **more of an art than a science**. Here's how you can get better results:

- If the blog you're reading has an article called "5 Reasons Why A Mercedes is Better Than a BMW", then on your blog you can post an article that says "5 Reasons Why A BMW is Better Than a Mercedes".

This creates sort of a debate between your blog and the blog you're reading.

- Comment on the blog, and invite the readers to check out "the other side of the coin" – tell them you don't agree with the post, and you've written a rebuttal on your blog. Invite them to click through to your blog to read the full article.
- When someone reading the article comes across your response, they will be more inclined to check out your blog and leave a comment on your blog.

Commenting is not an event; it's a natural part of blogging. Therefore, do not aim to submit 1000 comments on blogs in a short time, and expect to do nothing after that. Instead, commenting should be a form of communicating with other bloggers for the long term, and you'll need to do this all the time while you're researching and writing for your own blog.

Using Trackback to Get Links

Your trackback will appear in the comments section of the other person's blog as a related topic, and users from his/her blog will be able to click through to your blog. It sort of creates a conversation on the topic, and it can be quite interesting to read what different people have to say about the same event, idea or fact.

You might not always find a "trackback link" on other people's blogs. The reason may be:

1. They're using some other blogging software, not Wordpress.
2. They have disabled trackbacks permanently.
3. They're using a custom template that doesn't display trackbacks.

If you do find a trackback link, copy and paste that link into the trackback section of your post and click "save".

Advanced Options

▶ Excerpt

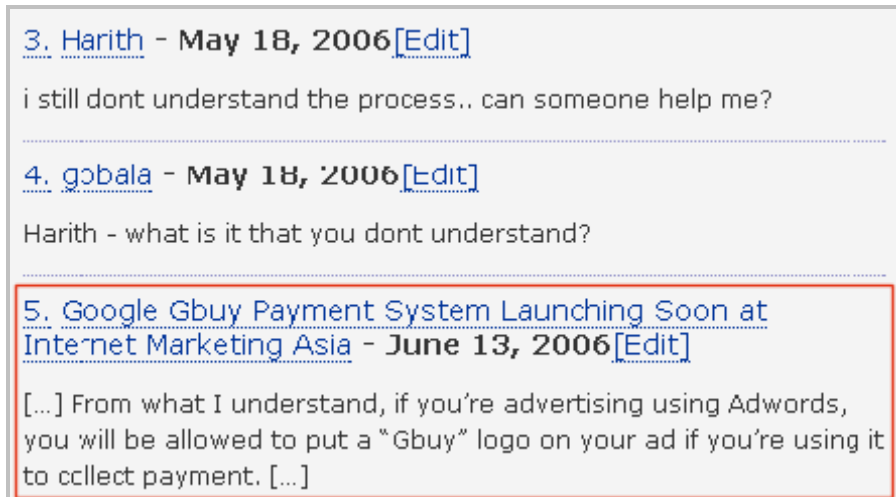
▼ Trackbacks

Send trackbacks to:
(Separate multiple URLs with spaces)
Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress blogs they'll be notified automatically using [pingbacks](#), no other action necessary.

If you don't find it, you can also just paste the URL of the post in here, it should do the job.

NOTE: Trackbacks only work if you put in the URL before you click on "Publish". In other words it will only work on new posts, not existing ones. This is because when you click on "Publish" your Wordpress blog will *ping* the other blogger's system, and establish the relationship between the two posts.

Your post will appear as a link on the other's person's blog, in the *comments* section. Most bloggers choose to manually approve comments and trackbacks, so make sure that your post is related to theirs.



On some blogs, trackbacks can occur automatically even if you do not enter the URL in the trackback column you see above. It all depends on the settings on that blog, the type of theme being used, and a couple of other factors. To be on the safe side, you can just do it manually.

Submit Your Blog To DMOZ

Another SEO strategy you can implement is to submit your blog to web directories. There are 2 types of directories:

- The big one
- Everyone else

The big one is called **DMOZ**, which is an **open-directory project**. This is perhaps one of the last directories on earth still managed and operated by human beings, and they do this voluntarily without getting paid!



Getting yourself listed in this directory is a cat-and-mouse game. You need to be sure of your blog's quality before submitting or it will get rejected. Re-submitting is even more difficult. You also need to wait a long time before some human being somewhere in the world actually approves your site. However, if you do get listed in this directory, which is one of the oldest in the world, it will increase your blog's SEO powers tremendously.

WARNING: Do not submit to this directory unless you have **at least 20-30 pages of solid content**. If you don't have that, you may submit to the other directories first. Also, make sure that other than Adsense codes, you **remove all other forms of advertising** from your blog (especially banners) as the DMOZ editors aren't too enthusiastic about sites that look cluttered with ads.

Here's how to submit to this directory:

1. Go to www.dmoz.org and type in your primary keyword
2. See what categories and subcategories are offered
3. Click-through to the most relevant category
4. Click on the "Suggest URL" link on the exact category
5. Fill up your website details, after reading their recommendations if any
6. Submit your blog

Generally, it can take anywhere between 6 months to 2 years for your links to show up in DMOZ. There's no two ways about this – you'll just have to wait for it.

Do not re-submit your blog to DMOZ during the first 6-10 months after your first submissions. The editors are human beings and they work slow. After the time period do a search for your blog in DMOZ to see if it's there. If it's still not there, then re-submit.

Sometimes, one editor may reject your site, but when re-submitting it might end up with another editor who may see fit to approve it. Either way, just get your submission done with, and move on the rest of the directories.

How to Submit to 2000 Directories

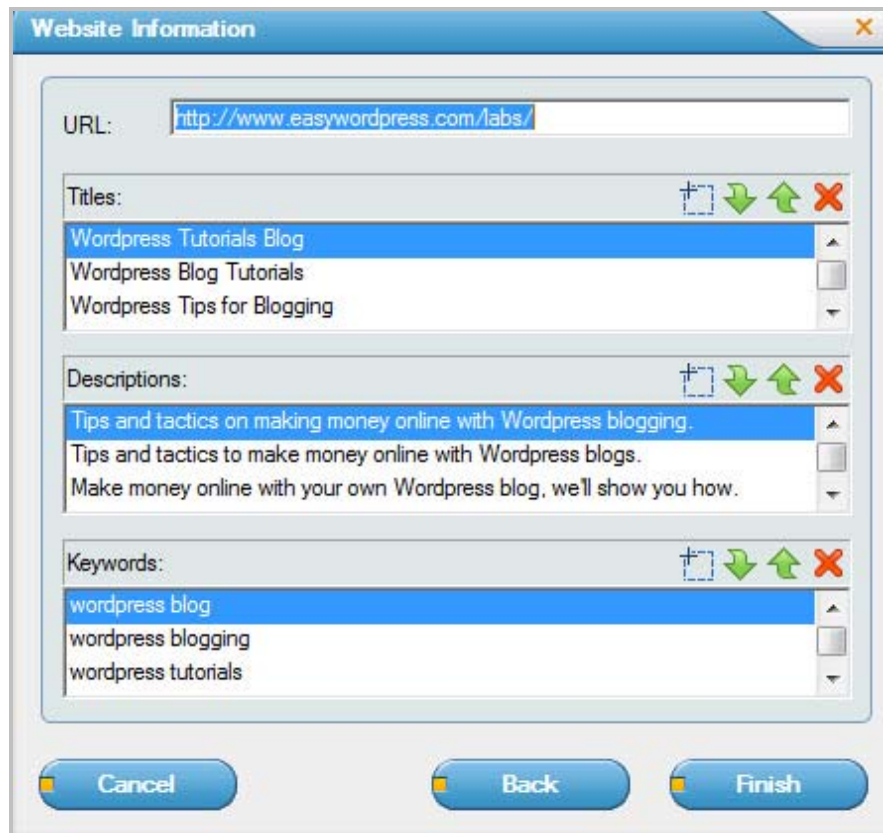
Other than DMOZ, there are thousands of web directories you can submit your blog to. But therein lies the problem:

- Each directory has a different submission form
- How do you keep track of which ones you've submitted to?

A famous web guru, Brad Callen, has the solution in a software called **"Directory Submitter"**, and here what it does:

- Create your website profile with your title and description.
- Has a database of over 200 web directories you can submit to for free or for a small fee.
- The database is updated continuously to remove redundant directories and add new ones.
- Help you fill the submission forms automatically before submission.

- Helps you track which directories you've submitted to, and the exact date.



When you use Directory Submitter, you'll be asked to create your blog profile. Using the software's profile manager, you'll be able to add several variations of your Title, Description and Keywords.

This is VERY important – in order to escape being red-flagged by search engines, you cannot use the same Title and Description in all your submissions. To search engines, having the exact link and title popping up everywhere in a short time-span is a bad thing. Even though you have the software, your links should look like they were submitted by human beings, with variations and imperfections.

When creating your profile, make sure you refer to your list of keywords. By now you should know which ones you should target, and try to create variations of your title using your primary and secondary keywords.

When you're done, you can start submitting to each directory by clicking on the directory's name. Directory Submitter also give you PageRank and Alexa data, so you can actually see which directories are worth submitting to.

If you don't have time to submit to all 300+ sites, just pick the ones that have **PR4 and above**, or the ones with an **Alexa ranking below 100,000**.

Website Directory	Category	Type	Page Rank	Alexa Rank
Artoo Links	General	Both	4	102163
Free Web Directory	General	Both	3	96602
CMB Directory	General	Both	4	70213
D911 Free Link Directory	General	Both	4	114478
dir.ajnin.com	General	Free	0	247510
Maldives Directory	General	Both	3	188912
Submit Your site	General	Free	3	90539

Directory Submitter is free, and with it you can submit to over 350 web directories. With the upgraded Gold Version, you can submit to a total of 2000+ web directories.



Download Directory Submitter FREE here:
www.easywordpress.com/go/dirsubmit

This means your blog can get 2000 incoming links just from using this software alone! However, there's one setback using Directory Submitter...

Although the directories allow you to submit your site for free, they usually require a **reciprocal link** (link back from your site) and to create 2,000 links

on your blog is no easy task. This is one part that cannot be automated by the software at all, so you'll need to spend some time doing it.

To avoid putting a reciprocal link, you can usually pay each directory a small sum (between \$5 to \$20) for a non-reciprocal link. But heck I don't want to pay \$10,000 in total to these directories, so what did I do?

I paid someone to do it! Yes, I paid someone to create a master file consisting of 2,000+ links back to the directories, so I can just copy and paste them into any blog I want, and not have to worry about putting them in while I'm using the software.



Get the latest list of free directories you can submit to here:

<http://www.easywordpress.com/labs/submit-your-blog-to-web-directories/>

With our master list, it's going to be so much easier for you to submit to these directories, and within a sort period of time, you should see your Alexa ranking going down (remember less is better). Your Google PageRank may not have moved, as Google only makes changes periodically.

So on we go to the next link-building tactic, 3-Way link exchange.

Create a 3-Way Link Exchange

In the past webmasters preferred reciprocal link exchange, which basically means if you link to me, I'll link back to you. Most of these links will then be stored on a single page with hundreds of other reciprocal links, or in a link directory separate from the site itself.

But later, Google started discounting reciprocal link exchange as it started to get abused, especially with low quality websites that started invading the Internet soon after Google Adsense was introduced.

Most experts now agree that a single **one-way link to your site is worth more than a dozen reciprocal links**. But that doesn't mean that reciprocal link exchange is dead; it's just worth less than it did three years ago.

So yes, you can submit to directories and get a reciprocal thing going on, but that cannot be your **ONLY** linking building strategy. You need to get more **one way links** – links to your blog without a link back to the originating site.

But asking someone to link to your site without promising a link back in return is a really hard deal to pull off. Everyone wants something in return for giving you a valuable link on their site. So how do you solve this sticky situation?



Enter **3-way link exchange**. It's simple, Site A links to Site B, and Site C then links to Site A.

This way, the sites are not seen as trying to game the search engine for higher rankings. When Google visits Site A, it does not find a link to Site C, and yet site C itself links to Site A. Done properly, this type of link exchange can help improve the search engine rankings of all 3 sites.

However, the search engines got smart, and they can also detect 3-way link exchanges if it's not done properly.

To create a successful 3-way link exchange you need to fulfill the following:

- **Quality sites only** - all sites must be of reasonable quality, with real content and not blacklisted.

- **Varied anchor text** - the text you use to link to your site should not be the same on every site. You should have at least 2-4 variations.
- **Varied IP addresses** - the more the IP address varies, the better. 10 sites on the same IP address could all belong to the same person or company and hence the linking is probably artificial.
- **Natural expansion** - the amount of links to and from your site should increase gradually, as it would in the natural linking environment.
- **No 'footprint'** - most software or program will leave a link "Powered by..." and this is no good because as more people use the same software it may appear to be mass-generated.

[3 Way Links](#) by Jonathan Leger solves all these problems by allowing you to add your site to an existing network of reasonable to high quality websites as part of a 3-way link exchange. You can specify a few anchor texts for your link, and you'll be provided with a PHP page that you should upload to your site.

Then, make sure that the PHP page is linked to from one of your main pages to activate your listing in **3 Way Links**. You'll eventually end up with a directory that looks like this:

Miscellaneous Resources

1. [Video Home Tours](#)

- [www.videohomesale.com](#) offers video tours of homes for sale and real estate. View a home before you schedule a visit. Save time and effort while searching for a new home. Know what you are going to see before you go.

2. [Raid Data Recovery File](#)

- Data file recovery is the act of retrieving or restoring data or files that were lost due to unforeseen or accidental circumstances. We take a look at the options and the viability of the methods.

3. [Solar Pool Covers](#)

- How does a solar pool cover work and why you will want one for your swimming pool. We list all different types of solar pool covers.

4. [Mattress](#)

- Information on how to buy a new mattress and how to avoid the scams found in the retail mattress industry.

This page can be seen live here: www.easywordpress.com/misc.php

It's important to remember that you cannot do this with regular link-exchange software or programs, because the linking in **3WayLinks** is randomized to make it look natural. You never link back to the site that links to you. You always link to another site, hence the "3 way" structure.

All your links are added automatically, and gradually, so it looks even more natural, almost as if you personally added those links in one at a time.

Most of the members in [3WayLinks](#) are reporting an increased search engine ranking after using the system. It obviously works, but the main thing here is the cost- at \$47 a month per site most people can probably afford only one listing.

The good news is that it saves you a lot of time, especially since 61% of the sites (at the time of writing) have a Google PageRank of 1 or more. 12% of the sites have a PR of 4 and above. We all know how difficult it can be to get

links from stuck-up website owners whose attitudes seems to change the moment they get a high-PR blog.

With a new blog people are willing to exchange links or blogrolls, but the moment their site hits a PR 4 or 5, they start asking you to pay to have your links on their blog. Using 3WayLinks certainly solves all the headaches. As a member of the site, you'll also have access to their link building guide. Make sure you read that to get a better grip on building 3-way linking campaigns.



Go here to join the 3WayLinks Network:
www.easywordpress.com/go/3waylinks

The good news about using 3WayLinks by Jon Leger is that **the moment your blog gets a PR4, your listing is not counted towards your total**, which means that you can add another blog in there at absolutely no extra cost.

Jon rewards high-ranking blogs by giving them free listings, and by doing that he also keeps a **good balance of new blogs vs. established high-PR blogs** in his 3-way linking network.

Submit Articles to Article Directories

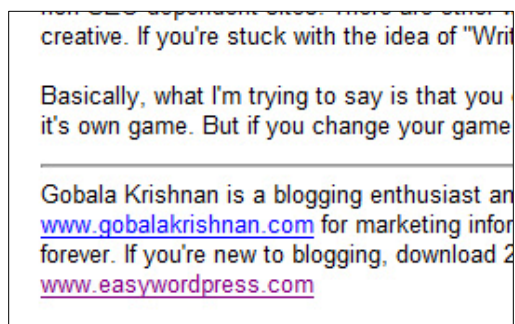
Another textbook method of getting one-way links to your blog is by writing and submitting articles to the major article directories.

The trick to writing articles is to write them constantly, which really sounds easier than it is. If you're not outsourcing the articles, you need to write and publish at least one new article every two weeks.

One of the easiest ways to do this is to look back at some of the posts you've written, and turn these into full-fledged articles. Generally, this would mean anywhere between 500 - 800 words. Anything shorter and you're likely to be rejected by most article directories. Anything longer is still ok, but would mean your readers get bored.

But writing the article is really just one part of the traffic building campaign. You still need to publish your article to as many sites as possible, and to help you manage this you'll need software.

Unlike submitting to web directories, article directories or repositories **will not ask you for a link back** to their site because you are already giving them something – **VALUABLE CONTENT** for their sites!



It's a give and take situation. Since you're putting content on their website, they will allow you to create a **signature file** for each article you write, in which you can put a **short blurb** about yourself or your business, and put a **live link back** to your blog. Sometimes you can put more than one link, but for the majority of sites one link is all you're getting.

I have been submitting articles on the Internet since 2004, and from my own experience here's what you can expect from this activity:

1. **Don't expect much traffic** – Just because you submitted an article yesterday don't expect to get rich today. Unless your article is picked up by a major website or published in a book, the traffic can be anything from 10-50 visitors a month from a single article.
2. **Expect links back to your site** – What you should really look forward to is getting links from each article, back to your blog.

3. **Results take a few months to show** – An article you submit today may not look like it can change your business. But these articles tend to float around the Internet for a long time, and in the long run (3-6 months), you'll start to see both direct and indirect results from article submission.

You can manage your article submissions using a smart tool called **Article Submitter**, from the same guy who created Directory Submitter.

Article Submitter							
	Article Directory	Google PR	Alexa Rank	Last submitted	Added on	HTML	Login
1.	Brokensoft	5	29,877	-	2007-05-11		
2.	Article Codex	3	88,948	-	2007-05-11	Yes	
3.	Article Circle	4	89,924	-	2007-05-27	Yes	
4.	Proud-Collector	4	116,726	-	2007-05-11		
5.	Bharatbhasha	5	125,354	-	2007-05-07		
6.	FreeZineSite	4	136,155	-	2007-05-11		
7.	Jogena	5	140,707	-	2007-05-07		
8.	LinkGrinder	4	146,708	-	2007-05-07		
9.	ArticleDirectoryPro	4	154,114	-	2007-05-11		
10.	Americana Host	5	157,522	-	2007-05-10		
11.	Article Hub	5	177,918	-	2007-05-11		
12.	Article Devil	4	194,037	-	2007-05-11		
13.	Real Estate Article Directory	0	209,929	-	2007-05-10		
14.	Alninga	3	214,494	-	2007-05-10	Yes	
15.	BusinessKnowledgeSource	4	235,678	-	2007-05-07		
16.	OArticles	3	308,631	-	2007-04-02	Yes	Yes
17.	Media13	4	331,092	-	2007-05-07		

Article Submitter helps you maintain a listing of a few hundred article sites you can submit to. You can easily sort by Alexa ranking and Pagerank, as well as see which sites accept HTML and which ones accept only pure text articles. You can also save your login details to each article site within the software, and login automatically using it.



Download Article Submitter FREE Here:

www.easywordpress.com/go/articlesubmit

Besides using article submitter, there's another program I use which also submits your site to a lot of article sites, but this service requires a monthly fee. **You can find this service at www.EasySubmitArticles.com**

Unlike Article Submitter however, this service will **automatically submit your article** to their own database of article directories. All you need to do is to save your article in the system, and they do the actual submissions – needless to say this makes your life much easier.

There are 3 very unique features about using this service:

- They create a profile page, articles site, and **RSS feed** for all your article submissions.
- They have an **“Easy Publish” feature** which makes it easier for other publishers to get your article in text and / or HTML.
- They have their patented **“Article Leverage”** system that submits random variations of your article to the article directories, making each article unique by at least 30%.

When you submit your articles to them, all your articles are compiled into their own article directory, and you'll get your own RSS feed for your articles.

The screenshot displays a web interface for a Wordpress AdSense system. At the top, there is a navigation bar with links: Article Directory, Free Content Feeds, Submit Article, Blog, and Log In. Below this, the main heading reads "Articles by **Gobala Krishnan**" with a "SUBSCRIBE" button and social media icons. A link for "Other Authors" is also present. A red callout box labeled "Your Article RSS Feed" points to a link that says "Grab Gobala Krishnan's free content feed for your web site". The main content area lists two articles. The first article is titled "How Any Blogger Can Beat Wikipedia" and includes details about its date (31Aug2007), category (Internet marketing/online business), and view counts (373 views, 57 EasyPublishes). A red callout box labeled "Publishing Features" points to the "EasyPublish(57)" link. The second article is titled "5 Ingredients of Effective Wordpress Themes" and includes details about its date (16Jul2007), category (Internet marketing/online business), and view counts (704 views, 68 EasyPublishes). To the right of the article listings, there are two side advertisements: "Ads by Google" for "Work at Home in Malaysia" and another for "Tidak Perlu Kerja Lagi".

By listing your articles like this, any publisher can search for articles written by you, or by doing a keywords search, and finding your articles ready to be published. When they click on "Easy Publish", all they need to do is copy and paste your article into their blog. This also makes it easier for YOU to manually copy and submit your articles manually to any other article directory you want.

Formatted to characters-per-line (0 for unformatted)

Article
Plain text version

How Any Blogger Can Beat Wikipedia

How do you beat Wikipedia, the world's number one free online encyclopedia, managed by thousands of passionate (and unpaid) editors, and a darling of Google?

In case you didn't realize, Wikipedia already ranks top 10 for almost all popular search engine queries and keywords. Wikipedia's main page has a PR (PageRank) of 8 and the English home page has a PR

Word count

(Including resource box)

Article
HTML version

```
<h1 align=center>How Any Blogger Can Beat
Wikipedia</h1>

<br>How do you beat Wikipedia, the world's number
one free online encyclopedia, managed by thousands
of passionate (and unpaid) editors, and a darling of
Google?
<br>
<br>In case you didn't realize, Wikipedia already
ranks top 10 for almost all popular search engine
```

Another complaint most people have about submitting articles is that due to the **duplicate content issues** with search engines, only one or 2 articles among the hundreds published on the Internet will actually be indexed by search engines.

Therefore, although 500 people have published your articles on their blogs, since all the articles are 100% identical, the search engines will ignore 99% of the articles. Instead of getting 500 links back to your site, you only get 1-2 links back. The other 498 articles may be visible to you, but they are ignored by search engines and therefore have very little value.

Their **Article Leverage** definitely helps solve this issue. From one original article, you're asked to **enter up to 5 variations** of your title, description, random sentences, and your resource box. When submitting to their database of article directories, the service automatically randomizes these parts, resulting in each article being **at least 30% unique**.

This means that by doing some extra work once, you spin multiple variations of your article across the Internet. Each article is now considered unique to search engines (anything more than a 30% variation is good) and they will recognize all 500 links are unique links pointing to your blog.

This is one of the main reasons I've stuck to paying the monthly fees at www.EasySubmitArticles.com – it pays to have someone else submit the articles for you, and also to ensure that your effort is leveraged to the maximum with each submission.

If software or a monthly subscription is not your cup of tea, there are also other article submission sites that work based on **credits**. When you sign-up, you purchase a number of credits, and use up each credit for a new article you wish to submit. Your credits will usually last forever in the system, and this method is better than the subscription if you only submit one or two articles a month.

Here are two such credit-based article submission programs:

- www.MyArticleMarketer.com
- www.iSnare.com

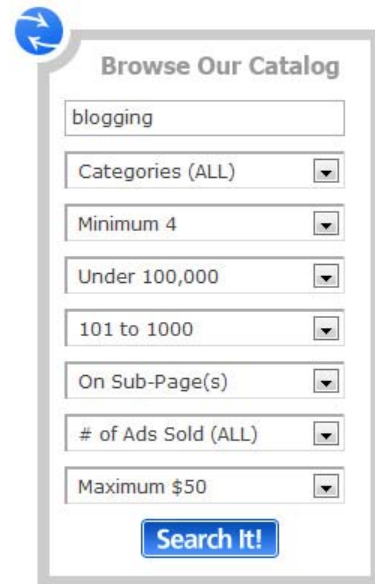
If you don't want to submit articles to get links back to your blog to so many sites, the least you can do is submit your articles to just one site, which is www.EzineArticles.com

Ezine Articles is probably the highest ranking article directory out there, and a link here to your site is equivalent to links from dozens of other less established article site.


Buying Text Links from Authority Sites

The reality is, it's almost impossible for you to get links from a site that is far more established and has a lot more traffic than yours. Barring the possibility that you may know the owner of the site on a personal level, sometimes even getting an email reply from him or her may prove to be more difficult than you imagined.

When a relationship is not established, and there's no chance that you can get a link on the site for free, buying links may be the next best alternative. **Text Link Ads, Inc** is the largest text links broker on the Internet, which you can create an account and go "link shopping". Text Link Ads or TLA for short is a marketplace, and their job is to connect buyers (you) with advertisers (site owners).



By using the link below, you can get \$100 in free links when signing up for TLA. This will allow you to test the system and make some purchases risk-free.



Use This Sign-Up Link for \$100 in Free Ads:
www.easywordpress.com/go/textlinkads/100free.php

A few types of links offered by Text Link Ads:

1. **Sitewide Links** – Your link will appear on every page of the website or blog
2. **Homepage Links** – Your link appears on the front page only

3. **Post-Level Ads** – You can choose the individual page or blog post to put your link, Used properly, this is probably the only form of paid links that can get you both SEO benefits, as well as real traffic.

On the left of your homepage, you'll see a form where you can search for the type of text links you want.

To get a bargain, I recommend putting in **specific keywords** and searching within newly added sites with a minimum Link Popularity of 4 and a sub-100k Alexa ranking.

Here are a few important points to remember when you buy text links from TLA:

1. Buy only from authority sites with a PR4 or Alexa ranking below 100,000. It's just not worth paying for ads on a site that doesn't meet that qualification.
2. Buy **only for SEO** purposes, whereby you get a link back from them to improve your search engine rankings. Don't expect traffic, because unless you're buying Post Level Ads, there won't be much.
3. TLA **does not reveal the actual sites** until after you've paid. So, after making a payment check the target site immediately and see where your ads will appear. If you're not satisfied, contact TLA and ask for a refund immediately.
4. TLA billing **does not renew automatically**, so check for your invoice every month and pay them on time. If you don't they can sell your links to new advertisers, and for bargain deals there's usually a long line of competitors waiting to grab your link spot.

The good thing about using TLA is that it's convenient and safe, well at least safer than having to deal with dozens of webmasters individually. If you're not satisfied with the advertiser for any reason, ask for a refund.

Although buying links saves you a lot of time, you must do this in order to make it truly effective:

- Use your target keywords in your link.
- Maintain a link for at least 3-6 months to see the effects.
- Don't buy more than one link in the same site – diversify.
- Don't buy links from unrelated blogs.
- Don't depend 100% on the system or pure statistics, survey the blog for yourself to determine if it's a good buy.
- Try to get as many Post Level Ads as possible, instead of sitewide ads. Since Post Level Ads appear right beneath the content area, you're likely to get some important traffic as well.

Submitting To RSS Feed Directories

This method of getting backlinks does not work as well as it used to, simply because there are many more blogs and RSS feeds today compared to three years ago. However, since it's free you can still spend some time submitting your feed to several directories.

Unlike normal web directories, these only accept submission of your RSS feed.

You can submit automatically using the RSS Announcer software. This software is selling for more than \$37 but it's available to you for free as part of your purchase of this guide. Please check your members' area for instructions on how to download this software.

Install the RSS Announcer software on your PC and fire up the program.



First, select all the directories you want to submit to. Some directories may require manual submissions. When you're satisfied with your selection, submit your feeds and the software will automatically submit your RSS feeds to all available directories.



The benefit of submitting your RSS feeds is that other blog publishers may pick up your feeds and use them as additional content on their website or blog. Since they will link back to you, you automatically get backlinks to your site, as well as some genuine traffic.

Chapter 5:

Secret Google Adsense Tactics Revealed

In this chapter, I will guide you step-by-step to getting started with Google Adsense. By the end of the chapter, you will have mastered everything you need to know about Adsense, in terms of how it works, how it can work better, and how to make it work the best for you.

The three most popular ways to make money on the Internet are:

1. Selling your own product
2. Selling someone else's product
3. Earning from advertising revenue

To fully understand Adsense, let me give you an example of an offline publishing business model that has existed for hundreds of years – **magazines and newspapers.**

Go to your bookstore and pick up any magazine. Chances are, you'll notice that at least 30 percent of this magazine is made up of glossy ads from various **advertisers**. Most magazines, newspapers and publications don't make money when you buy their publication.

They make more money from the advertisers that want to put their ads on the magazine. But here's the catch:

1. People buy the magazine for the great content
2. Advertisers pay more if you reach more people

Making money on the Internet with Google Adsense works the same way. Like a magazine, you provide content in the form of websites. People come

to your website to read your content. If your website has good content, these visitors will come back for more. With a website that focuses on a niche topic, and visitors that come to read the content, you're now in the publishing business.

Now that you have the readership base, you can put ads on your website to make money from all the attention you're getting.

Although there are many forms of online advertising monetization models, Google Adsense is proven to be one of the best because of these features:

1. **Contextual Advertising** – Adsense will only display ads that are related to the content of your web page. Unlike other forms of advertising, you can use the same codes on all your websites, and the Adsense program will read the content of your pages to display ads that are related, or similar.
2. **Paid Per Click** – You get paid every time someone clicks on your ads. Although Google never reveals the exact amount, the consensus is that you get paid 30% of whatever the advertiser is paying Google to display their ads on your website.
3. **Easy maintenance** – All you need to do is get an Adsense account, then copy and paste a code into as many websites as you want. You never have to manage your ads because they are dynamic and change all the time to make sure you're getting the best ads displayed on your website.

How To Sign-Up For Google Adsense

To get started, first you need an Adsense account. If you don't already have this, you can go to the website address below to get your account set-up.



Get a new Google Adsense account here:
www.easywordpress.com/go/adsense

Once you have created your account, it will be manually approved by one of Google's staff, and you'll get a confirmation once your account is up and running.

NOTE: To get a Google Adsense account, you need to have an existing website or blog. If you don't, please just focus on writing **10-20 high quality articles** on your new blog, before applying for Google Adsense.

While waiting for approval, you can still continue with the rest of this guide and learn more about Adsense.

It's very easy to get started once your account is approved. You should probably take some time off this guide now to log into your account and just browse around.

Here are some useful screenshots to give you a quick "virtual tour" of what's available, and to get you comfortable with Adsense as soon as possible.

Understanding Google Adsense Jargon

There are a couple of terms you need to master within your Adsense account:

Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
85,046	2,883	3.39%	\$5.79	\$492.01
8,426	776	9.21%	\$7.31	\$61.62
1,645	153	9.30%	\$16.21	\$26.66
577	71	12.31%	\$45.65	\$26.34
12,127	93	0.77%	\$1.88	\$22.82
4,866	307	6.31%	\$4.67	\$22.72
6,014	100	1.66%	\$2.61	\$15.67
1,689	75	4.44%	\$9.28	\$15.67
438	36	8.22%	\$12.90	\$5.65
276	9	3.26%	\$19.42	\$5.36

1. **Page Impressions** – An “impression” is how many times your web page loads onto a real computer screen. If 20 people looked at your page on their computers, your Page Impression is 20.
2. **Clicks** – The actual number of times someone clicks on your ads.
3. **Page CTR** – CTR stands for *Click Through Rate*, a common measurement index for Internet-based advertising. CTR is the ratio of people who clicked on your ads to the number who didn't, and is calculated using the two sets of data above: **CTR = Page Impressions/Clicks**
4. **Page CPM** – CPM is used by older Internet-based advertising models, in which you pay an advertiser a fixed sum of money for showing 1000 impressions of your ad. The reason why this is included in your Adsense reports is because some advertisers still use the CPM model, and you can compare your Adsense performance with this figure to determine if you're better off showing CPM based ads instead.
5. **Earnings** – I think this is pretty straightforward; how much money you just made today!

These are the most common terms you need to understand to make money from Adsense. You'll see these terms almost every day as you login to check your earnings in the Adsense control panel.

Overview of AdSense Products & Ad Types

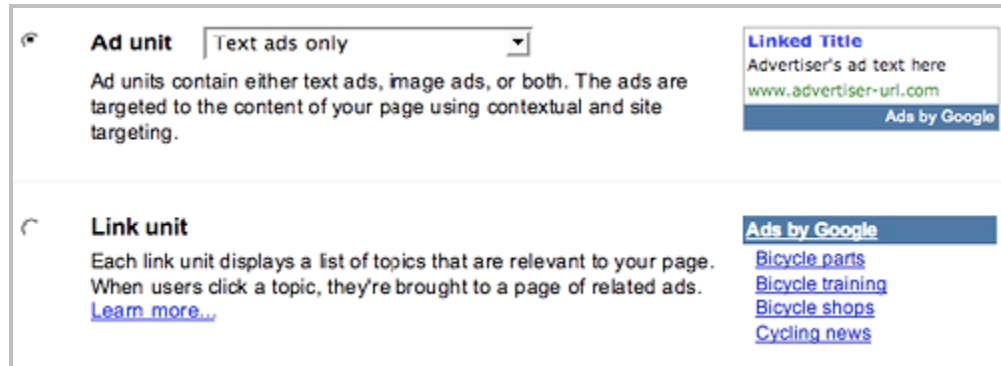
The good thing about AdSense is that no matter what shape, size and color your websites comes in, you can always customize your ads to match and blend in with your site. In fact, one of the most important secrets of making money from AdSense is to blend your ads to look like part of your website's overall structure.

You can make AdSense work by simply choosing the type of ads you want to display on your site, and copy and paste the code into your HTML pages.

<u>AdSense for content</u> Display ads that are targeted to your site's unique content.	Linked Title Advertiser's ad text here www.advertiser-url.com Ads by Google
<u>AdSense for search</u> Offer your users web search while earning revenue from ads relevant to their search terms.	Web (your doma
<u>Referrals</u> Earn more by referring users to useful products and services.	Google™ AdSense

At the time of writing, there are three types of ads you can choose to display on your website:

1. **Adsense For Content** – This is the main type of product you'll be using. Clicking on this option will reveal the types of *Ad Units*:



- a. **Ad Units** – This is the basic type of ad, and was the first type of ad to be used in AdSense. These types of ads read your content and display related advertisers in full text ad format or image format.
 - b. **Link Units** – Displays simple content-based “category” links, which when clicked brings the visitor to another page with the actual Text Ads or Image Ads.
2. **Adsense For Search** – Displays a Google search engine on your website, and when someone uses it to search for information, Google displays the actual Text Ads along with search results from your website or from Google themselves.
3. **Referral Ads** – These are used to refer new customers to Google themselves for their Adwords and AdSense programs, as well as other tools like the Firefox browser and Google’s photo management service Picasa. These types of ads are not contextual, i.e. they do not read the content on your site.

Shortcut To Mastering Ad Formats

There are also many different types of **Ad Formats** offered by the AdSense program to suit any type of web page dimension. Each ad format will have different height and width, display a different number of ads, and use different font variations.



For an overview of all ad formats, go here:
www.google.com/adsense/adformats

Although there are many types of Ad Types and Ad Formats (it can be quite overwhelming), let me break it down to the handful that are proven to make more money for me, and for almost all other Adsense publishers I personally know or have read about:

Link Units – The best converting is the **4 link** vertical units, which vary in width, but all display only four units. You could also use the 5 link units, but most experts prefer the former. The horizontal link units are great if you're putting them on top or below your blog's navigation.



Ad Unit – The best converting is the **Wide Skyscraper** (160x600) followed by the **Square** (250 x 250), and you could also use the **Leaderboard** (728 x 90).

Search Units – You can use both "Google Search" and "Site Search" codes, but lose the Google logo and opt for the "Google Search on Button" option.

If you're new to Adsense, I suggest that you stick to these time-proven ads that have been tested by hundreds of other Adsense publishers.

How To Create and Manage Channels

One function you *must* use in your admin panel is "Channels". This may not be useful if you only have one website, but as you progress further and have

multiple Adsense websites, it's going to be hard for you to track which sites make you money if you don't use Channels.

There are two types of channels:

URL Channels – These are used to keep track of Adsense performance of individual web pages. By using this function, you can identify which pages make the most money for you, and then find out why it does. When you find undeniable patterns, you can apply the same placement, ad type and colors to your other pages.

Although these are useful, I recommend that you don't use this feature yet unless you're already familiar with the concept and practical application of Adsense.

Custom Channels – These are used to keep track of websites as a whole. Using Custom Channels you can track as many websites as you want and compare the performance of each.

I recommend that you set-up your first custom channel, as you'll be using it later. If you only have one website, just set-up a single channel. If you already have a few websites, make sure you set-up a custom channel for each website, and give it a meaningful name.

The Top 5 Adsense Secrets

I know that there are tons of eBooks out there teaching you how to make tons of money from Google Adsense, but trust me when I say it all boils down to making your Adsense ads appear to be part and parcel of your website or your content.

Here are the five secrets that you will need:

Choosing the Right Colors

Choosing the right color combination is extremely important for your Adsense income. The general rule of thumb is to make your entire Adsense block **blend into your site navigation**, or your site content.

If you want to create an ad that blends into your site navigation, you may want to change the border colors to match your site's colors like the example below:

Ads by Google	Ads by Google	Ads by Google
Acoustic Guitars	VoIP Billing	Malaysia Map
Vintage Guitars	VoIP Phone	MLM Malaysia
Les Paul Guitars	VoIP Telephony	Real Estate Malaysia
Gibson Guitars	VoIP White Papers	Property in Malaysia
Main Menu	Menu	Malaysia Auction
Classic Guitars	Voip Solutions	Malaysia Online Shopping
Guitar History	Phone Systems	Buy Sell Lelong
Guitar Specs	Top Providers	Lelong Member Store
		Ebay Malaysia

Notice that the top column is an Adsense Link Unit, and the bottom column is the actual site navigation. It's hard to tell them apart, right? That's what blending ads is about – to let the users believe that your ads are part of your site navigation and entice them to click on it.

NOTE: Please use this strategy based on your own judgment. If the purpose of your site is only to make money from Adsense, then this works great. However, if you also want users to read your content and click on your affiliate links, you'll want to avoid using this trick since you'll be losing visitors fast.

If you want your ad block to match your content, the general rule of thumb is to **make all borders White** and make the links match the color of links on your content.

Colors

Choose from one of our pre-designed color palettes, or create your own palette. [Tips](#)

Sample

Linked Title
Advertiser's ad text here
[www.advertiser-url.com](#)
Ads by Google

Palettes
Custom1
Edit palettes

Border	#	FFFFFF	<div></div>
Title	#	990000	<div></div>
Background	#	FFFFFF	<div></div>
Text	#	000000	<div></div>
URL	#	003366	<div></div>

Choosing the Right Ad Format and Placement

The right ad format is important. If you get it right, you'll end up getting more clicks and of course, more money. This need arises because some ad formats **look like ads**, whereas others **look like genuine links** on your site.

Of course, you should make your Adsense blocks look more like content.

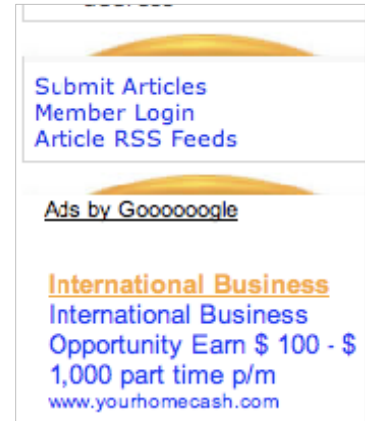
Modifying placements can make your ad pass off as **related information** your visitor should click on. It's almost a "mind-trick" that guides your visitor's subconscious mind to click on your Adsense ads.

Where is the Adsense sweet spot? Although opinions vary on this prickly issue, the general consensus is to place your codes:

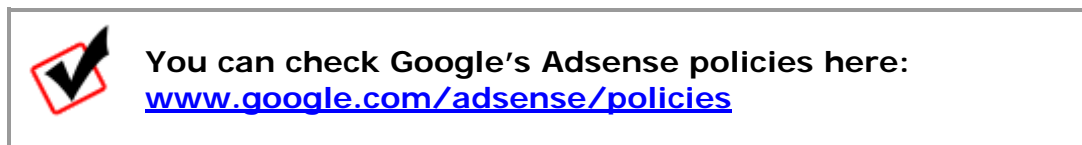
- **As part of your menu items** – This only works if you blend it in nicely with the rest of your menu, as described below. You can use both Ad Units and Link Units for this placement strategy.
- **On the top or bottom of your website** – This strategy is best used with the Leaderboard (728 x 90) format, which displays up to four ads. You could place one at the top and one at the bottom.
- **Between Text** – This is extremely effective because it not only adds value to your content by displaying related ads, but also generates a higher CTR. The trick of course is to use a Square (250 x 250), set the

borders to white, and the text to match the color of your website's links.

If you put an image directly above your ad such as the one below, this makes the ad stand out more and naturally draws attention to the ad, compared to if the ad is placed by itself between other text. You can also put an image on the right side of an ad (486X60 format) to achieve the same effect.



When you're doing stuff like this, it's important to consistently check Google's ad policies to make sure you're not violating any of their guidelines.



As far as I know, Google says:

- 1** *"Elements on a page must not obscure any portion of the ads, and the ad colors must be such that any ad elements, including text and URL, are visible."*

- 2** *"Web pages may not include incentives of any kind for users to click on ads. This includes encouraging users to click on the ads or to visit the advertisers' sites as well as drawing any undue attention to the ads. For example, your site cannot contain phrases such as "click here," "support us," "visit these links," or other similar language that could apply to any ad, regardless of content."*

They say that you cannot entice users to click on your ads by using directive text like "Click Here". Placing an image above the ads is ok, as long as the images themselves don't encourage the visitor to click on ads, for example the image of an arrow pointing to the ads.

If you're ever in doubt, contact Google first before proceeding with your plans.

Getting the Most Relevant Ads

By default, Adsense will scan the content of your website (or rather individual web pages) to determine the content. Then, it will display the most relevant ads.

However, this may not always work. If the ads being displayed on your pages have nothing to do (directly or indirectly) with the content of your site, something's wrong. If you're not displaying relevant contextual ads, chances are nobody's going to click on those ads, and needless to say, you're not going to make any money.

This usually happens if your page talks about many different, unrelated subjects. It may also happen if your website title or navigation says something different than the content on the page itself.

There's a way to overcome this, called **Section Targeting** which allows you to tell Adsense exactly which parts of your website it should take into consideration, and which areas to ignore. To use this, copy and paste the following code into the beginning of the page or content area you want to base your ads on:

```
<!-- google_ad_section_start -->
```

Copy and paste this into the end of your page or content area:

```
<!-- google_ad_section_end -->
```

However, take note that even Section Targeting **does not guarantee** that relevant ads will show up on your page. It may also take a long time for the targeting mechanism to work so you won't see the results immediately.

The best way to overcome this problem is to make sure your entire page is coherent and does not run off topic. If your title says "10 Ways to Overcome Sleep Disorder" but the main part of your page talks about how you got up from sleep one day to discover your dog has chewed off your most expensive Nike shoe, chances are you might get ads for "Dog Training" or even "Sport Shoes".

If this happens, I can't say that something is wrong with Adsense because it's doing exactly what it's designed to do. No, something's wrong with your content! Make sure you change it to include more keywords related to "Sleeping Disorder" and your ads should become relevant again.

If this doesn't happen no matter what you do, just ignore it and move on. Your time is better spent creating new sites instead of worrying about a single non-relevant page.

Getting Clicks for the Most Expensive Ads

Google's policy (at the time of writing) allows you to display **up to three Adsense blocks** on your webpage.

The mistake most people do is that they actually put **all** three Adsense blocks, and they choose the biggest ones at that. It's no problem putting three blocks on a single page if there are 100 advertisers for the keyword you're targeting. However, if there are only 10 advertisers and everyone is

clicking on the ad that pays the least, you may find that you're getting tons of clicks but making mere pennies when you should be making more.

This is what I call the **Adsense Overkill Phenomenon**. You earn less by putting more ads, and it has happened to almost all Adsense publishers I know of.

The best way to overcome this is to look at your page and try to determine which Adsense blocks your visitors are clicking on, and remove all the other blocks. By doing this, you now have one good Adsense block placement that displays the **highest paying ads** instead of several blocks that display low-paying ads.

You can identify which ad block is performing the best and generating the most money by creating a different channel for each ad size. For example, you can create 3 channels each for different ad types and name your channels something like this:

- sitetopic-336-280
- sitetopic-160-600
- sitetopic-250-250

Chapter 6:

Implementing Adsense on Wordpress

In this chapter, you will learn exactly how to start putting Adsense codes into your Wordpress website and make money immediately. By installing and using some simple (and free) plugins, you can turn your Wordpress blog into a dynamic Adsense cash machine.

Using the Super Adsense Wordpress Theme

I created the Super Adsense theme to make it easier for anyone to get started with Google Adsense and Wordpress, without having to worry too much about the technical side of it all.

By using the Super Adsense theme, all you need to do is enter your Google Adsense ID and a few other key pieces of data into the theme itself and you're ready to go.

This theme is already included as part of this guide. If you cannot find it please login to the members area and download it again:

<http://www.easywordpress.com/amember/login.php>

If you're using any other theme, however, these time-saving features may not be there, so you'll need to use several plugins to add Adsense codes manually into your blog posts, pages and into the theme itself.

Installing and Using Adsense Deluxe

Now that you have a couple pages of content and an Adsense account, you can start inserting Adsense ads into your posts and pages. The best software

to use is a free plugin called **Adsense Deluxe**, which is included as part of this guide (refer to chapter on installing plugins).

Activate this plugin in your Wordpress account. Once the plugin is activated, click on the *Settings > Adsense Deluxe* tabs and you'll see the settings page for your Wordpress blog.

The first feature I want you to look at is the "Adsense Preview Tool". You can use this tool to see what type of ads will be shown on your Wordpress blog.



The next function is the core of your Adsense activities on your blog. Adsense Deluxe allows you to add as many different types of Adsense blocks as you want, and use each one individually anywhere you like on your post.

You'll need to create your first block and make it the **default block** on your site. You can name it anything you want. Then, put in your Adsense codes and give it a meaningful description.

New AdSense Block

Name	AdSense Code	Description (optional)
<input type="text" value="banner"/> <input checked="" type="checkbox"/> Make Default	<pre><script type="text/javascript"><!-- google_ad_client = "pub-3817918566937747"; /* 728x90, created 15/04/08 */ google_ad_slot = "6889095297"; google_ad_width = 728;</pre>	<input type="text" value="728 x 90 adsense banner"/>

The example above shows how I added a default setting for the 468X60 banner size Adsense block to appear on my entire blog.

The good thing about using Adsense deluxe is that whenever you want to insert Adsense blocks on your posts or pages, all you need to do is to enter this code:

```
<!--adsense-->
```

The other good thing about it is that the code acts as an “include”, which means that anytime you change the setting on your Adsense Deluxe configuration page, all your past posts and pages will be updated with your new Adsense codes as well.

This gives you a lot of room for testing your Adsense blocks in terms of sizes, colors and placements.

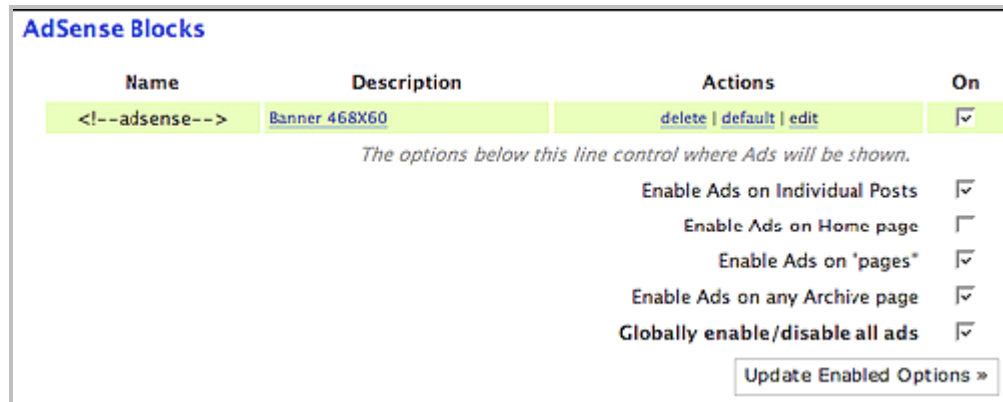
Some people prefer to display ads only after their website has been indexed by search engines and directories like **DMOZ** (<http://dmoz.org>). With Adsense Deluxe you can do this easily – let the codes act as a ticking time bomb!

You can start putting the <!--adsense--> code on the desired pages and posts, while leaving the Adsense Deluxe default ad configuration box empty. When it's time to monetize your site traffic, just put in the codes in the configuration page and your ads will appear on any page or post already embedded with the <!--adsense--> code.:)

Smart, isn't it?

On the settings page, you can also select where you want your Adsense blocks to appear. I suggest that you uncheck the “Enable Ads on Home Page”

option. This will mean that your Adsense ads do not show up on your home page (even though technically the `<!--adsense-->` codes are already there) but will show on their own individual URLs.



This is done for two reasons:

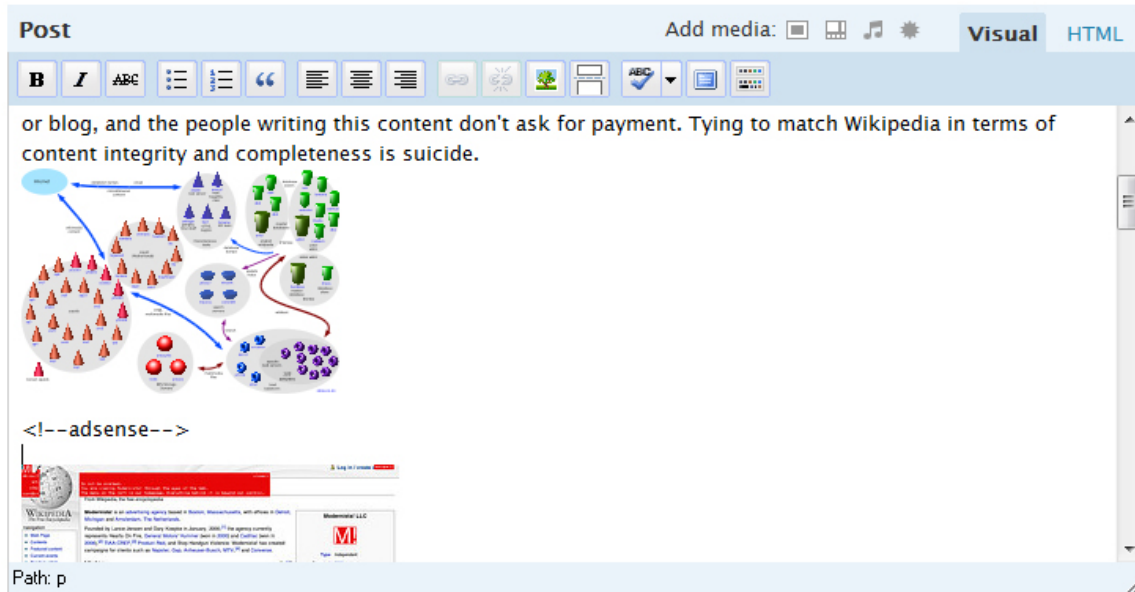
1. **Adsense Policies** – Remember that you can display a maximum of three ads on a single page (read their policies [here](#)).
2. **Avoid Clutter** – You may want your blog's front page (index page) to look clean and inviting to the user. Having too many Adsense blocks may make the main page look cluttered.

Suggested Ad Placements Within Content

Let me give you a few examples of ad placements that generate the highest number of clicks, from my experience and the experience of others using the Wordpress Adsense System.

Using Images to Attract Eyeballs

When writing individual posts, try to put an attractive image on your post, and directly under that, put your default Adsense Deluxe code:



This strategy works because images attract eyeballs (your visitor's attention) - and because they're looking at the image, they tend to notice your ads more. When you publish the post, it will look something like this:



Luxury Vacation Condos
Brand New, Professionally Decorated &
Privately Owned From Only \$89/nt
[Ads by Goooooogle](#)

Orlando Florida
Where to eat, sleep, shop and have fun in
sunny Orlando, Florida
[Advertise on this site](#)

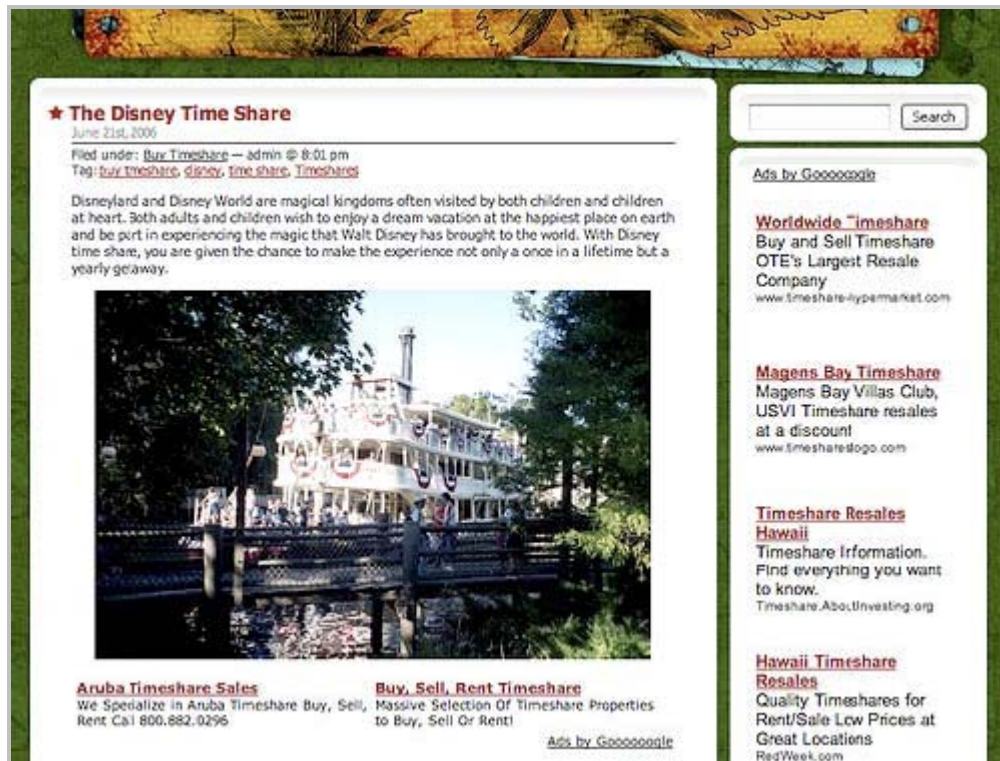
When you buy Disney time share, you are going to enjoy Disney vacations in the future year af
year for today's prices.

You may enjoy your Disney time share and bring your family and friends along with you at:

You'll notice how much more attractive it looks this way, instead of having text on the top and bottom of your ad.

Bottom Line: Plain text is boring. If you can spruce up the attractiveness of your website by adding related images above, below or next to your Adsense blocks, you'll increase your CTR and earnings immediately.

If I also put a Wide Banner ad format into the sidebar, my new Wordpress Adsense niche website will look like this:



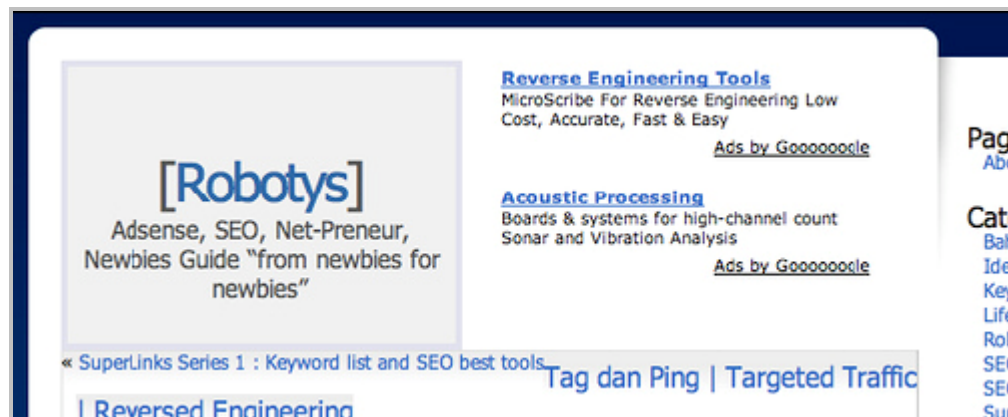
Notice how clean, pleasing and natural it looks. I made sure that the color of my Adsense blocks **blends in** with the rest of the website. Overall, the website looks informative and interesting.

On this particular website, I'm using a different theme but you'll do fine sticking with the modified "Plain Vanilla" theme supplied in your plugins pack until you get better at modifying themes.

Inserting Adsense Into Your Theme Template

You can also insert Adsense codes manually into your theme's template, however this is recommended only for advanced users who know what they are doing.

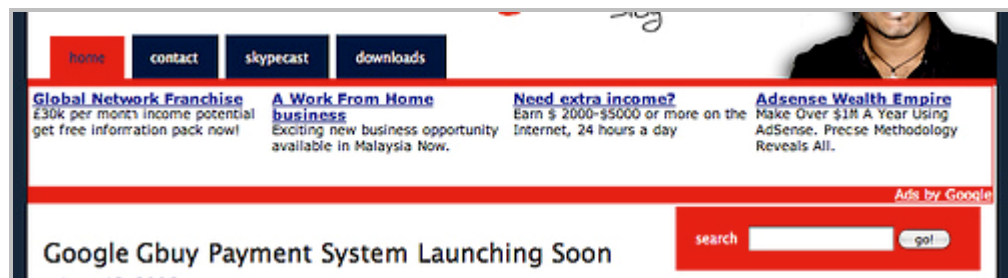
Here's an example of how another website owner blends in his Adsense blocks into the header of his site. He's using **2 X Half Banners** on top...



... and at the bottom he's using a **Leaderboard**, which he merged into the footer of his website.



Here's how I place a Leaderboard on www.GobalaKrishnan.com, the first Wordpress blog I've ever created. Since people tend to click on the navigation menus at the top, they tend to notice my AdSense ads more.



Also, the ad extends to the portion of the blog directly under a photo of me. This is again using the “ads under an image” concept.

The thing about Adsense placement is that no one can really tell you what’s best for your own website. You simply need to **test out** a couple of formats, colors etc to get one that works best.

The good news is that with the Adsense Deluxe plugin, doing rigorous testing can be a walk in the park. If one type of Adsense block doesn’t perform too well, you can easily change it in your Dashboard and voila, all the code in your entire website is updated automatically.

Test several ad formats, placements, and use of images until you find one that works best for each site.

Chapter 7:

Building Great Niche Blog Content

In this chapter, you'll discover a few tips, tricks and strategies to master the most important ingredient of having a successful Wordpress Adsense blog – **CONTENT**.

Yes, the key to any good Wordpress Adsense niche website is good, quality content. In fact, the only reason I'm talking about content towards the end of this e-book is because I know you'll probably want to learn about the "nuts and bolts" type of technical stuff, instead of the "boring" topic on content.

Unique Content Vs Duplicate Content

Most people dismiss content as an after-thought because it's time-consuming. Therefore, they almost completely neglect this, preferring to use articles created by someone else, which they picked up at article sites, as ready-made content.

While this is ok, in the long run **unique content** will win over **duplicate content**. What does that mean?

- **Unique content** is content that only you (or just a handful of people) have on your website. For example, if you wrote an entire post or page for your Wordpress blog, from which the words and sentences are 100% yours, this is unique content.
- **Duplicate content** is content that is already being used by a lot of people. If you just copied an article from an article directory and used it on your site, it's not as unique as creating your own content.

There's a problem most Adsense publishers worry about called the **Duplicate Content Penalty**. This basically means that search engines will penalize you if you're using content that's already used on someone else's website.

Personally, I think the whole thing is exaggerated, and doesn't make sense. If search engines want to penalize anyone, why don't they start with the big news websites that syndicate content from each other? In fact, most online publications use other people's content on their website. Most article directories use content that has been published in hundreds of different sources.

I'd agree however that "duplicate" content might be **less significant** to search engines; therefore, they may not be very interested in a site that only publishes other people's content. Search engines store images and data of websites on their servers, so logically, why would they want to store the 100 versions of the same content that just takes up more space on their limited storage systems? Why don't they just list a few (say 2 sites) sources for the same content, and use the freed-up server space to store information on other content?

Bottom Line: If you're using the same content as everyone else, they may rank your website lower, but they will not penalize you. They may not store a page on your website that contains an article already published on 1000 other websites. Common sense, isn't it?

The Keyword-Focused Approach

When using the Keyword-Focused approach, you'll need to reply a lot on keyword research. You must equip yourself with the best keyword tools out there, and spend a lot of time figuring out what keywords to target.

Then, when you have your big list of keywords, you should start writing one blog post per keyword, and insert that keyword into these parts of your content:

- Insert it once, at the very beginning of **the title**.
- Insert it once, with some variations of the keyword, in your **first paragraph**.
- Sprinkle the keyword **randomly** throughout your article.
- Insert it once or twice in your **last paragraph**.

Needless to say, putting all these keywords exactly as they are in your article may result in the article itself sounding rather dull. But, with the Keyword-Focused approach you're concerned about one thing and one thing only – **search engine ranking**.

You will somehow end up sacrificing the quality of the article as a whole, in order to make it tightly focused on a particular keyword, but this cannot be avoided.

By using the Keyword-Focused approach, you should periodically check your search engine rankings for each keyword, and if the particular keyword isn't ranking well you should modify the article itself.

The Content-Focused Approach

The Content-Focused approach is more flexible. Imagine forums, personal blogs and discussion groups. People create content simply because it's interesting. They don't check to see if a large number of people are searching for a keyword before they post content. Some people favor the Content-Focused approach because it tends to do well in the long-term.

Fact: For every keyword that Yahoo spits out, there are at least another 10 that it doesn't.

This means that even if your keyword doesn't rank well for "guard dogs", you may be getting other random search results like "fierce dogs" or longer search terms like "how do I get the best dog to guard my house".

If you've ever built a website before, check your stats and you'll know what I mean. There are millions of random search terms unaccounted for in keyword research software, and you can capitalize on this!

Content-Focused sites and pages are built on the foundation that people search randomly. Yahoo only lists the most popular ones, but there are millions of other miscellaneous, unstructured searches that are unrecorded. If you have great content on your sites, you'll get these people instead of those who focus on the specific keyword only.

With this approach, you focus more on your readers, and the content they are looking for, even if you cannot match the content with any data from keyword research. The purpose of this approach is to keep your readers entertained and keep them coming back for more.

With this approach, you're aiming for reader participation as well, so you may want to create articles that encourage them to leave comments, participate in your poll, or take any other interactive role in your blog as a whole.

Niche Blogs Vs Niche Sites

Wordpress can be used to create a niche blog, or an ordinary niche site. What's the difference between a blog and a niche website you ask?

There are only 3 differences worth mentioning:

1. The Purpose or Cause

- a. **Niche blogs** are more appropriate when you want to create ongoing content on a certain niche, and dominate the niche completely. Blogs are the perfect vehicle not only to make money, but to get fame and a loyal following as well. You can easily position yourself as an expert and meet your target market eye-to-eye. The bad news is that since you're so involved in it, you can't really find time to be in more than one market, unless it's closely related.
- b. **Niche sites** are more appropriate when you just want to put up a site on a particular market, build some links and let it generate residual income. Using this strategy, you can make moderate income in many different niche markets, but you cannot totally dominate a market because you remove yourself from the market itself. The good news is that you can build one site, then move on to another.

2. The Website Structure

- a. By implementing a niche blog structure, you display all your latest posts on the main page, so your visitors can see what's new. You can report the latest news on a topic, communicate with readers via comments, and build a reputation.
- b. When creating a niche site, you should use a **static front page** (refer to earlier chapters) instead of displaying all your latest content on the front page itself. By using this tactic, you can create an introduction to your site, and on the front page itself link to your individual categories or articles.

3. The Content Strategy

- a. Niche blogs focus more on the reader, so you'll need to write **Content-Focused** articles. You can write almost any article you want, even off-topic articles once in a while, just to keep your readers interested. You can also create Keyword-Focused articles, but when doing this you'll still need to consider your reader's overall reading experience. With niche blogs you'll need to make full use of RSS syndication and other community based tools like MyBlogLog and BlogRush.
- b. With niche sites you can go for more aggressive **Keyword-Focused** content. Since you'll only be writing one article per keyword, you only have one chance to break into the top 10 results in a search engine. When adopting strategy you can do away with most blogging tools like RSS feeds, since these are only useful for websites that have regularly updated content. You can even disable comments on your blog since you want to disassociate yourself from your audience. However, link-building and other SEO strategies are just as important.

Which strategy you want to follow is entirely up to you.

If you want to be in a market for the long-term, you should most definitely build a niche blog with Wordpress. It takes time to be a market leader, and if you don't mind posting new content on a regular basis, sooner or later you will get noticed and your blog will increase in popularity. In the future, it will be easier for you to branch out from your main market into smaller, related niche markets because you're already perceived as an expert.

If you just want to make some money under the radar in different niche markets, and fame and glory isn't what you're seeking, build a niche site. It will not make you the market leader, but by building several blogs in many different niches, you can still make a lot of money.

How To Write Killer Blog Content

Regardless of whether you choose to create a Wordpress niche blog or Wordpress niche site, writing great content is a must. And the best way to write high-quality blog content is to steal it. Agreed?

**It's a poor artist who borrows - a good artist steals
- Picasso**

"Steal" in this context is really to research and feed from other people's content. Granted, once in a blue moon you may come up with something totally original, but mostly anything you want to say has already been said before.

Now if you copy from one person word for word, that is piracy. But when you copy many people and paraphrase them, it's called research. In fact that's how most authors and credible publications write their books, journals and white papers. They simply research existing material, paraphrase and quote, and add their own content to make it new or more applicable to the subject matter.

Why re-invent the wheel?

Writing an original article may be easy for subject matters in which your experience level is high, but can you write a good article on a topic you just discovered yesterday?

Yes, you can. Here's how you do it:

1. **Research Your Topic** - Type in a few keywords in Google.com and see what results come up. Chances are, the search results will display

a few shopping sites, some unrelated spam sites, and some really good sites.

- a. Collect about 10-20 URLs of the blog content that you want to use, and write it down / save it into notepad.
- b. This existing content is probably of high caliber, and for you it's simple "off the shelf" research that someone else did on your behalf.

2. **Paraphrase Sentences** - Take one line from the first article that you like, and paraphrase it. This means that you change the actual words without changing the meaning of the sentence.

- a. The easiest way to do this is to change a sentence from active to passive.
- b. For example, if the original sentence is "The symptoms of heart disease are high blood pressure, stress and reduced vision", then your sentence can be "High blood pressure, stress and reduced vision are the symptoms of heart disease..".

3. **Divide Content** - Divide your content into logical paragraphs. If possible, talk about one idea / point in one paragraph, and try not to have more than 3 content paragraphs. Dividing your content logically will establish a flow of ideas that keeps the visitor reading more.

4. **Quote The Source** - It's not wrong for you to tell your readers that you got a piece of that article from another person. It's called "quoting" someone, and by doing this you can legally include a verbatim (exact) sentence from their article or web page. There are different ways to do this for regulated works like journals and theses, but for the sake of writing a web page or blog post, you can just put the curly quotes (") around the quoted text and link back to the original web page.

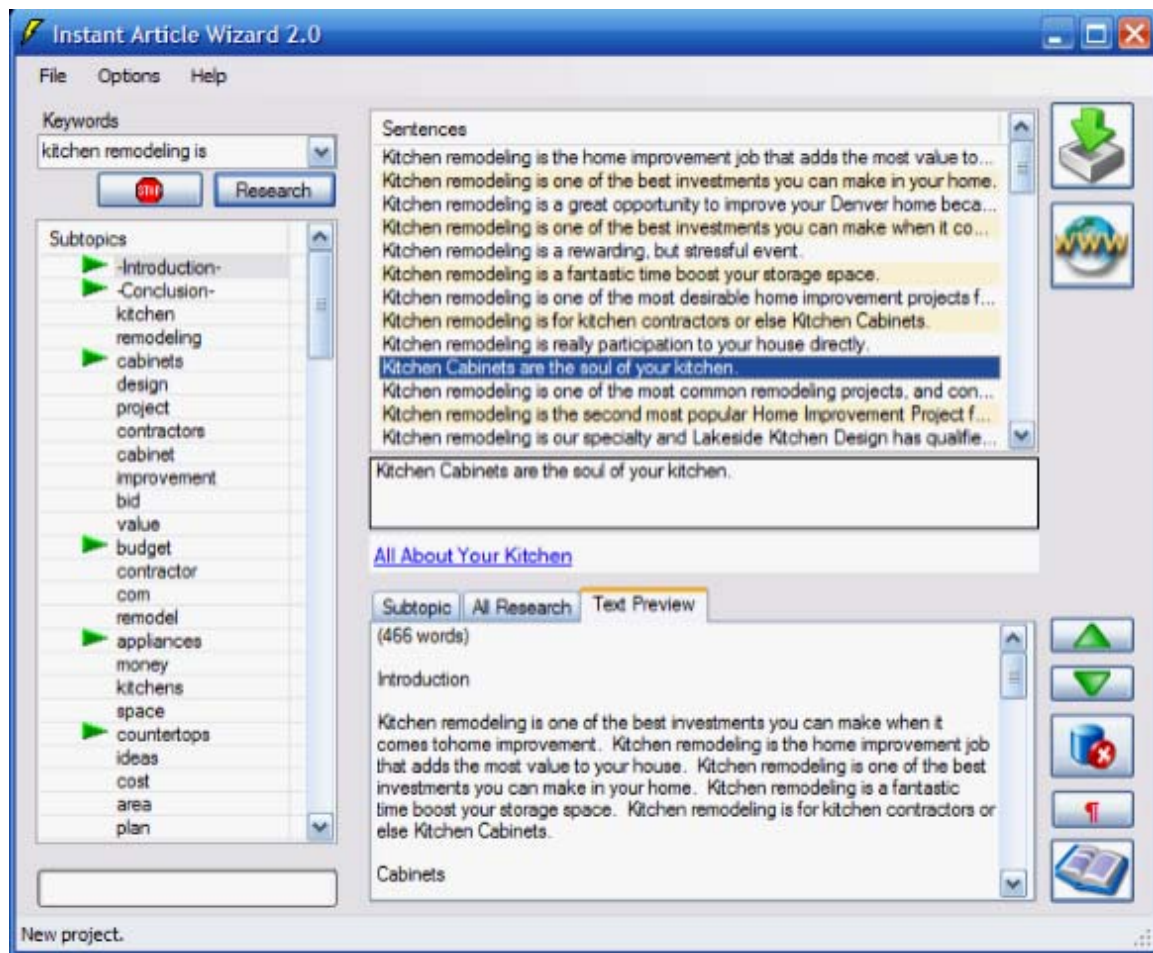
5. **Write an Introduction** - How you write introductions really depends on the article itself. Is it a serious, factual article? Is it meant to entertain or invoke thoughts on a certain topic? Your introduction will decide whether someone will continue to read your article, or switch on their TV. Did the introduction of this article make you read till this point? I bet it did :)
6. **Write a Conclusion** - Now, the traditional way of doing this is to do a "re-cap" of all the previous paragraphs, to make the entire article "whole". But as a business owner, you'd probably want to use this opportunity to create an "incomplete conclusion" that will lead people to check out your website link at the bottom of your article, or click on your affiliate links anywhere else on your site. In other words, give them enough but not everything.

Now, I used to use the exact process above for years. My only complaint is that it is very time consuming, and tedious. I found that I need to dedicate an entire day to find and sort blog content. The writing part then becomes easier.

When I had more capital I started outsourcing some of the writing, but on some blogs (like this one) I still write the content. Even though I am knowledgeable on the topic of making money online, you just can't write certain types of blog content without doing your research first. The last thing you'd want is to get a universally known fact completely wrong in your writing, and look stupid.

One of the tools I use now is **Instant Article Wizard**. This is a brilliant piece of software from Jonathan Leger that automates the entire article research process, and also helps you piece together a complete article from scratch.

It's so easy that I can get an entire article done with just a few clicks.



On the top-left part of the interface, you can enter your keyword and search for related articles. For better results, enter your search terms like this:

- heart disease *is*
- heart disease *is not*
- heart disease *definition*
- *says that* heart disease

Then, Instant Article Wizard will display results of your search term, and the really cool part is that it also displays related search results. By clicking on each of those search terms, you can see the entire extracted sentence. You can mix and match, change words, and create your own sentences too.

Then, you can create your introduction and summary in Instant Article Wizard, and export your new article in **text (.txt) format**. Instant Article Wizard really helps me save time - loads of time - by automating my process for creating new blog content. Plus, my articles are also more keyword-targeted so it stands a better chance to get good search engine rankings.



For Information on Instant Article Wizard, go here:

www.easywordpress.com/go/instantarticle

If you want to save time, I strongly recommend that you get your own copy of Instant Article Wizard. It will undoubtedly help you write better blog content faster.

Chapter 8:

Outsourcing Content Development

In the last chapter, I talked about creating content by yourself. In this chapter, let's see how you can outsource your content development. By outsourcing content development, you can put your sites on autopilot and focus on creating more sites. Let's start with a recent phenomenon called Private Label Rights.

Private Label Rights

One great way of getting articles without writing them yourself is by using **Private Label Rights** articles. Private Label Rights or PLR as it's more commonly known, are pre-written, un-copyrighted articles that you can modify, repackage and claim as your own.

You can re-write the entire article, chop it into pieces of smaller articles, or even use it on your own website with your name on it. As with most private label articles, chances are high that someone else also bought the same content and is already using it on their sites.

That's why it's extremely important that you don't use the articles right out of the box without at least making minor changes to it.

PLR articles are easy to come by. The question is how good the articles you're getting are, and how original they are. Beware of some sites that claim they are selling original private label articles, when in fact they are selling articles that they obtained from another PLR site, who in turn got it from another PLR site. If this is the case, the articles you're getting have probably been used by thousands of other people and are as close as it gets to being useless.

One of the sites I use is **PL Rights**, owned by Jeremy Burns. It's a \$47 per month membership that gives you unique private label content in the form of e-books, articles, e-courses and even complete websites.

Jeremy is well known in the PLR market, and his products are some of the best around. I've personally made more than \$8,900 throughout 2007 using his products.



Get Your PL Rights Membership here:
www.easywordpress.com/go/plrights

Outsourcing On Freelance Portals

Another way of getting content done is by finding someone to do it for you on all the freelance websites out there. Here are a few:

1. RentACoder.com – The best place to get work done. RentACoder has a good intermediation system that includes:
 - a. Buyer protection and payment verification system
 - b. Facilities to **escrow funds** until all work is completed
 - c. Efficient communication system between buyers and sellers
 - d. **Arbitration** for projects that turn sour
2. Elance.com - Prices can be a little bloated due to the amount of work done here. However, you can still get good content writers here.
3. ScriptLance.com - Another freelance portal

There are 2 ways you can hire writers on these sites:

1. **One-Time Projects** - You can find content writers here for as low as \$3 for a 300-word article, or rather \$1 for 100 words. Although that's pretty cheap, you pretty much get what you paid for. Some of the

content you get for that price takes willpower just to read it till the end. If you want to use content writers on these sites, just pay them more (about \$2 per 100 words) and you'll notice how much more attractive your content gets.

2. **Monthly Content** - You can also work out a long-term arrangement with them to post articles directly to your Wordpress blog, and pay them for the total amount of articles up-front. In other words, instead of giving you 50 articles within 2 weeks, they can now post 5 articles a week for 10 weeks.

The easiest way to do this is to register them as users for your Wordpress website, and give them a **login ID** and password. Don't forget that Wordpress is a great content management tool as well that allows multiple users to post content, with a few permission levels.

You can add users under the *Users > Authors & Users* tab in your Wordpress account.

You can register your content writer as a "Contributor". This means that they can post content to your blog, but the content will only go live when you, the "Editor" or "Administrator" have approved the content.

If you trust the writer or have worked with him before, you can give him permissions as an "Author" whereby he'll be able to publish posts live to your Wordpress blog once he's written them. This strategy of course assumes that the writer is comfortable using Wordpress.

Community-Based Content

If you're developing your website with great content in mind, try also opening up membership to your subscribers and ask them to start posting

articles to your blog. You can reward them by allowing them to put their own website URL at the bottom of each article, or letting them use affiliate IDs on each post or article they contribute. Of course, you can also just pay a few guys to post to your blog.

When you have this, you're creating more of a "community-based" content like forums do. The only difference is that unlike forums, you get to **keep the topic focused** and you have the final say on anything that is published on your blog.

Chapter 10:

Building Massive Traffic & Readership

In this chapter, we'll talk about how you can maximize your existing web traffic, and turn one-time visitors into loyal blog readers and eventually even into customers or partners.

Although it's good to try and increase your traffic by getting new visitors, every blog needs a core of loyal readership, and if you do things right achieving this is rather simple.

How To Use Your RSS Feed

Every Wordpress blog has it's own RSS feed. In fact, one of the reasons most people prefer building websites with Wordpress rather than doing it the old way, is the ability to have an RSS feed.

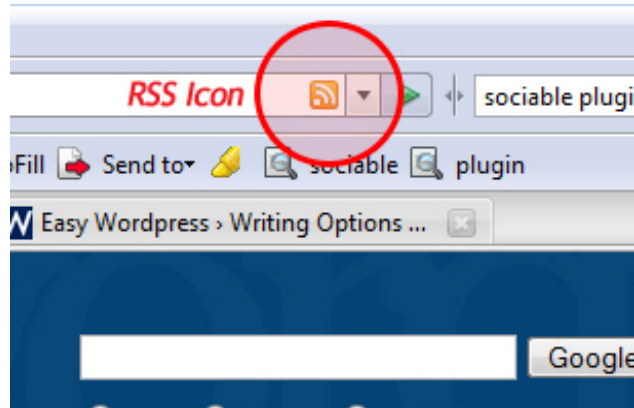
So what is an RSS feed good for, really?

RSS stands for **Real Simple Syndication**, and to put it in plain English, it's just a program that enables access to your website's content without having to visit the website itself.

With an RSS feed, your readers can read your latest content using "Feed Readers", and they will never have to actually visit your site. Having an RSS feed also means that people can read your blog content from their mobile phones, PDAs, web browser, and even from their television.

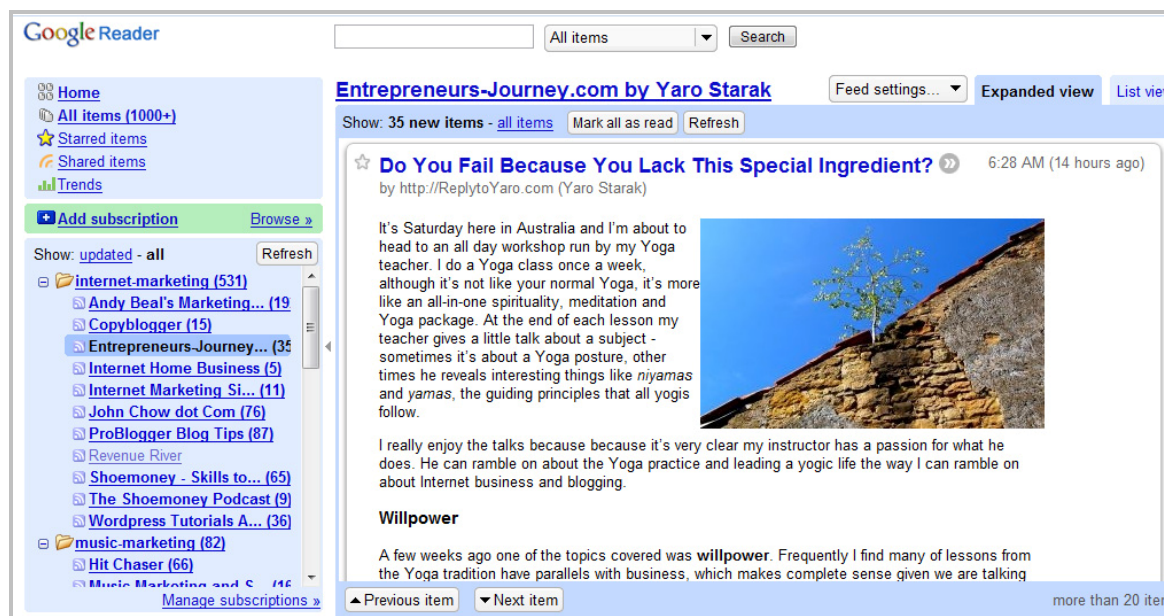
When using the Firefox browser, you can identify sites that are "RSS-enabled" by looking out for an orange icon in the URL window, something like the image shown here.

By default when you click on this icon, Firefox will allow you to subscribe to the feed within the Firefox browser itself. This is just an example of how someone can subscribe to your RSS feed, but to really see how you can use a single application to subscribe to hundreds of RSS feeds, you can get a Google Reader account.



Google Reader is free, and like many similar applications, you can subscribe to any site you want and read all the latest content without having to actually visit those sites.

It looks like this:



You really need to use it to understand the beauty of RSS feeds. Get a Reader account and start adding the RSS feeds from sites that you visit often.



You can get a free Google Reader account here:

www.google.com/reader

You can also add your own RSS feed into it, but where do you find your RSS feed?

If you're using Wordpress, and you have optimized your permalinks as mentioned in previous chapters, your feed should be here:

www.yoursite.com/feed

If you installed Wordpress in a folder called "blog" on your domain, it should be here:

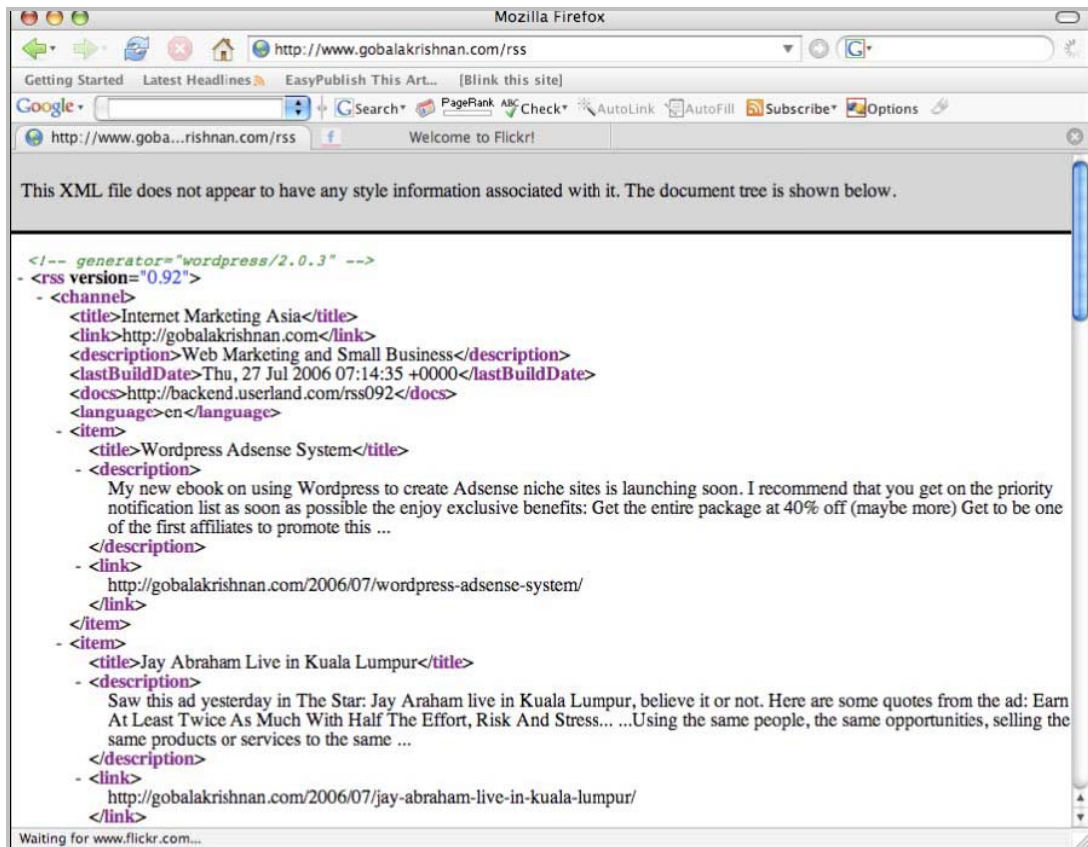
www.yoursite.com/blog/feed

Try that out, as in the next step, you'll be using this information.

Adding Feedburner To Your Site

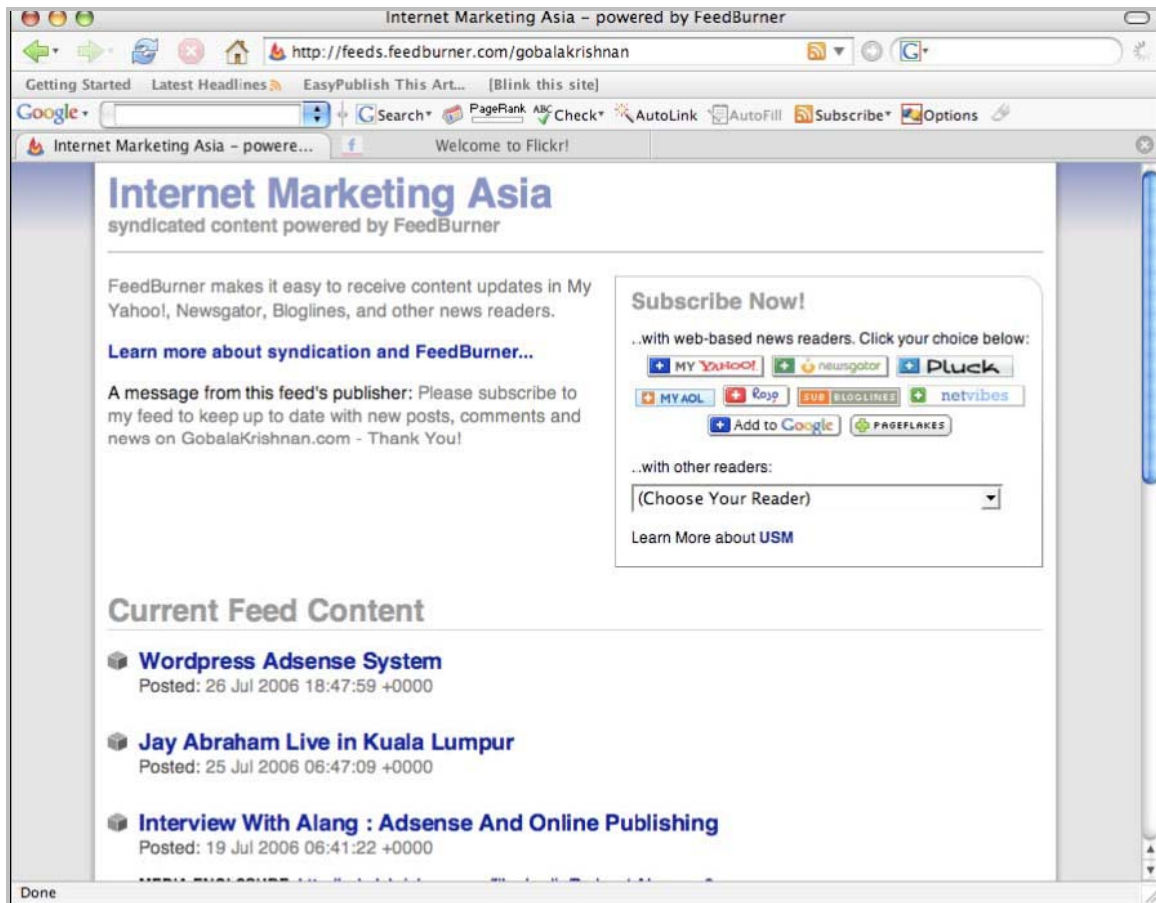
What is Feedburner? **Feedburner** is what I call a feed enhancer. It takes your basic RSS feed (every WP installation has an RSS feed) and it turns it into a traffic-pulling RSS feed using their own domain.

For example, my default "naked" RSS feed looks like this:



Notice how this doesn't make any sense at all to the person who accidentally clicked on it without an understanding of what an RSS feed is.


When I use Feedburner, my default feed is enhanced into this version:



You can see this version here: <http://feeds.feedburner.com/gobalakrishnan>.

As you can see, the Feedburner version makes it much easier for an ordinary reader to subscribe to your RSS feed, using any one the RSS readers mentioned. Feedburner's version also has additional functions to it such as:

1. **Email Capability** – Allows your readers to easily send your links to their friends.
2. **Bookmarking Capability** – Users can bookmark your sites directly from your feed.
3. **Other functions** – You can see the number of comments received, and various other functions.



You can sign-up for Feedburner free here:
www.feedburner.com

All you need to do is to enter your Wordpress blog's RSS feed URL into the start page, and follow the default settings to get your Feedburner feed set-up:

Start FeedBurning Now. Type your feed or blog URL below. (Why Burn?)
Learn how to burn your [Blogger](#), [TypePad](#), [WordPress](#), [MySpace](#) or [podcast/video](#) feed.

type in your RSS feed URL here... then click on "Next"

☐ I am a podcaster! **Next »**

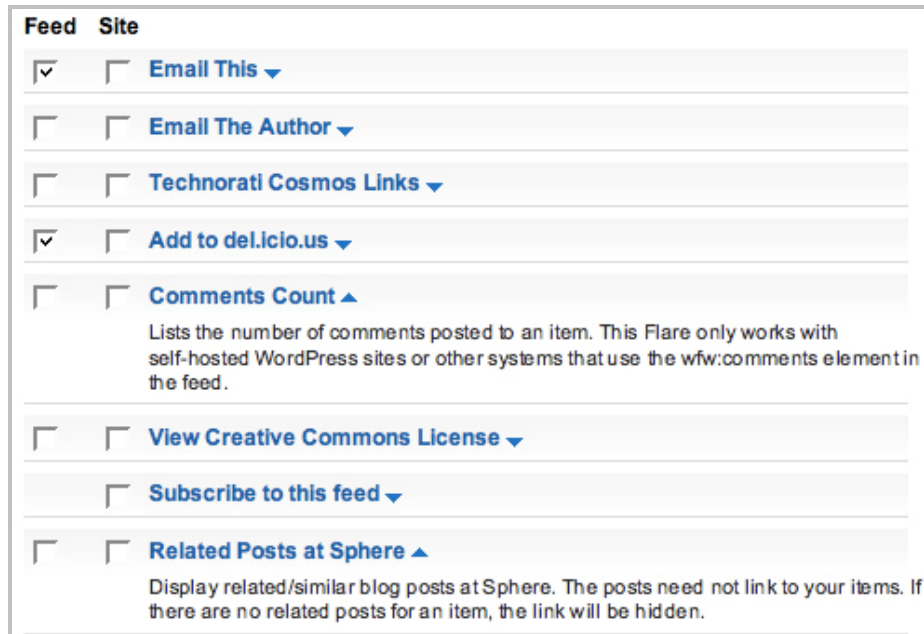
Currently feeding **631,270** publishers who've burned **1,101,164** feeds (as of 8 Nov 07). [More »](#)

Once you've given your feed a unique name, you can access your new Feedburner feed by typing this in your browser, replacing "feedname" with the actual name you've chosen:

<http://feeds.feedburner.com/feedname>

Once you're set-up with Feedburner, you can activate all the cool functions, such as allowing your readers to subscribe via email, and also the Feedburner "Flares".

Flares allow you to add functionality to your feeds, and there are a couple of good ones you'll definitely need to drive more repeat visitors to your blog.



Most of these options are for advanced users, and if you're new to the blogging world, you may just use the basic functions for now.

Merging Your Default Feed With Feedburner

Now you have 2 RSS feeds, the basic one that comes by default from your Wordpress blog, and the new Feedburner version.

You should not maintain 2 separate feeds, which will only confuse your readers. So it's time to merge the two feeds into one, and to do this you'll need to use the **"Feedburner Feed Replacement"** Wordpress plugin.

Activate this plugin in your Wordpress plugins page, and go to *Settings > Feedburner* and enter your new Feedburner feed like the image below:

Set Up Your FeedBurner Feed

This plugin makes it easy to redirect 100% of traffic for your feeds to subscriber traffic and usage and apply a variety of features you choose.

1. To get started, [create a FeedBurner feed for Easy Wordpress](#). Then
2. Once you have created your FeedBurner feed, enter its address in the box below:
3. Optional: If you also want to handle your WordPress comments below:

Save

Now, your default Wordpress feed will be redirected to your Feedburner feed automatically, so you can be sure that everyone who subscribed to your blog goes through Feedburner.

Getting Email Subscribers Via Feedburner

Although Feedburner is used mainly for subscribing via feed readers, it has another powerful feature you can use to allow people to subscribe via email. Emails are sent automatically when you add new posts to your blog. All emails are in HTML and can include images, links, files and most other content you post on your Wordpress blog.

This is especially useful if your blog's target market is less tech-savvy and may have no clue what an RSS feed is. Here's how to do it:

1. Login to your Feedburner account
2. Click on "Publicize" and then on "Email Subscriptions"

3. Choose "Feedburner" as the email service and activate the email subscription function
4. Copy the codes provided by highlighting the text
5. In your Wordpress account, go to Presentation > Widgets
6. Create a new Text Widget and paste the codes into the widget
7. Place the widget anywhere you want on your blog's sidebar

When someone visits your blog, they will be able to see the subscription form and subscribe to your blog. The next time you post, an email will be sent out to your subscribers and they can read your content directly from their email inbox.

How to Increase Comments on Your Blog

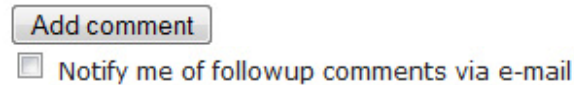
One of the most powerful features of any blog is the ability to interact with your readers using the comments system. Readers can leave a comment on your posts and you can reply to them, establishing a relationship that can lead to more long-term readers.

Here's how you can attract people to leave comments on your blog:

1. **Interact with your readers** - When readers leave comments on your posts, make sure you reply back and ask questions to continue a discussion that your readers started.
2. **Ask questions at the end of your posts** - This will enable your readers to start a discussion that could end up involving many other readers.
3. **Make it easy for readers to comment** - Do make sure that your comments section is set up such that readers don't have to go through a long process to register. This sometimes deters readers from commenting.

Allowing Readers to Subscribe to Comments

One good way of building readership is by using the “**Subscribe to Comments**” Wordpress plugin, which is included with this guide. Upload this plugin and activate it in your Wordpress dashboard.



This plugin adds a small box right below your comments section, where your blog visitors can choose to be notified by email when there is another comment on the same post. This means that they are interested to find out what comments other people leave on your blog.

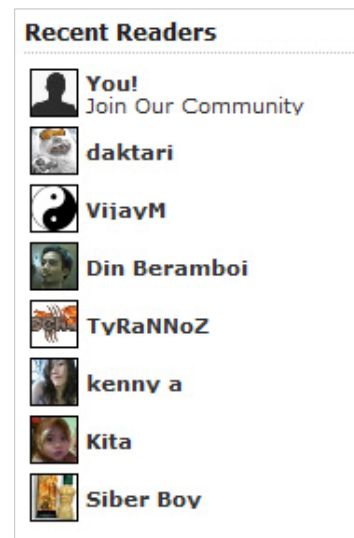
Sometimes, by using this small enhancement, you can get over 50 comments from just a couple of people, who debate about an issue with or without your replies.

Social Community Networking with MyBlogLog

MyBlogLog is built for bloggers. Think of it as a Friendster™ or Facebook™, but designed to be a meeting place for bloggers only. Everyone who has a MyBlogLog (or MBL for short) either owns a blog or writes for one.

This presents an enormous potential for you to find, meet and work together with other bloggers in the same niche market as you are.

By being a MBL member, you can place a widget on your blog that displays not only the name, but also the face of other MBL members visiting your site.



You can then click on their image, go to their profile page, and add them as a friend.

This increases the amount of people in your MBL “community”, and after a while you’ll be building a loyal group of readers who visit your blog frequently.



Get your own MyBlogLog account for free here:
www.mybloglog.com

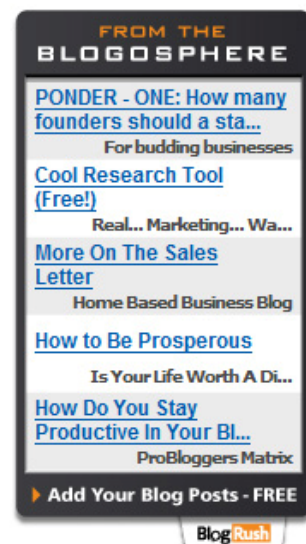
You can then copy and paste the codes into your Wordpress blog. However, if you’re using our Super Adsense Wordpress theme, this is already pre-inserted and all you need to do is to put in your MBL ID. Refer to the theme instruction files for more information.

Blog Syndication With BlogRush

There’s no such thing as too much traffic, especially if you’re blogging for profit. John Reese, the creator of BlogRush, knows this all too well.

John is the founder of BlogRush, a **blog traffic exchange** service based on a widget and points system. When you sign-up for BlogRush and place the widgets on your blog, you will **earn credits** for displaying the headlines of similar blogs. In return, your blog headlines will be displayed on other people’s blogs as well, with the ratio of 1:1.

Another way you can earn credits is by **referring other people to BlogRush**, and by doing so you can earn an equal / lesser amount of credit (whatever your



referrals earn by using the widget on their blogs) up to 10 levels deep.

Make sure you do the following:

1. Select the most accurate category for your blog
2. Place the widget in a prominent position on your blog
3. Blog about the service and get referrals through your direct sign-up link

BlogRush is part of your overall traffic strategy, and by using it you instantly expose your blog's content across the entire network into blogs in the similar niche market.



Sign-up for a FREE BlogRush account here:

www.easywordpress.com/go/blogrush

Real Traffic Exchange For Targeted Traffic



Traffic is the holy grail of any online business. It's easy to believe that like the holy grail, it's a single object to hunt for and when you get it, your life will change forever.

The reality is almost all high traffic blogs build many streams of traffic using many different methods. Sometimes, a little traffic multiplied by referrals can become huge.

Jon Leger's [Real Traffic Exchange](#) promises a little traffic, or a whole lot of it, depending on how you use it. This is a high quality network that works much like AdWords and AdSense (only it's a lot easier). Here's how it works:

- You sign up for a free account.
- You add sites into the network, which are reviewed for quality and content.
- You drop some javascript onto those sites, and when your visitors click on the targeted, AdSense-like ads shown on your pages, you earn credits.
- You spend those credits by creating your own ads which get shown on targeted pages relating to your ads.

The ads that appear on your pages are targeted to your page content. If no ads are found matching your page content, then ads from the same category are displayed. In like manner, your ads are displayed on pages matching the content and/or category of your ad.

Basically, this is a traffic exchange and just like [Blog Rush](#), the more sites you display on your blog the more credits you earn, and in return the more exposure your blog gets. If you refer new users to the service, you also get an additional 10% on their credits. This is where you can multiply your efforts and leverage on the traffic of other blogs.

You can have as many blogs as you want in there, and actual impressions are independent of the blog. In other words, you can earn the credits from a high-traffic blog but display ads for your newer blogs, thereby transferring some of your traffic power to your other sites.



Sign-up for a FREE Real Traffic Exchange account here:
www.easywordpress.com/go/realtraffic

Chapter 11:

Tag and Ping Secrets Revealed

In previous chapters, you discovered the easy way to make your blog loved by search engines using On-Site and Off-Site optimization tips, tricks and techniques. In this chapter, you'll continue on the topic of On-Site SEO, but now we'll look at several blogging tools you can use to get more links, traffic and exposure.

Building incoming links (links pointing to your website) is something nobody wants to do. But with your Wordpress blog and several existing free tools, you can start getting high-quality links almost immediately with a click of a button, using a strategy called **tag and ping**.

Automatic Pinging

Let's start with the basics, by having your own ping list. To "ping" a site is to let them know that you have just posted a new post. With Wordpress you can automatically ping sites as soon as you publish new posts on your site. There are many sites that accept pings as part of their service to categorize blogging activities across all topics.

Under the *Settings > Writing* tab (at the bottom) you can specify which sites you want to ping. Here's my personal list of ping sites:

```
http://api.feedster.com/ping
http://api.moreover.com/ping
http://api.moreover.com/RPC2
http://blog.goo.ne.jp/XMLRPC
http://blogdb.jp/xmlrpc/
http://coreblog.org/ping/
http://ping.blo.gs/
http://ping.bloggers.jp/rpc/
http://ping.cocolog-nifty.com/xmlrpc
```

```
http://ping.syndic8.com/xmlrpc.php
http://ping.weblogalot.com/rpc.php
http://pinger.blogflux.com/rpc
http://rpc.blogrolling.com/pinger/
http://rpc.icerocket.com:10080/
http://rpc.pingomatic.com/
http://rpc.technorati.com/rpc/ping
http://rpc.weblogs.com/RPC2
http://topicexchange.com/RPC2
http://www.blogdigger.com/RPC2
http://xping.pubsub.com/ping
http://api.my.yahoo.com/RPC2
```

Note: To use these sites easily, please refer to the **CopyAndPaste.txt** file included in your purchase. This is a text files with all the codes and URLs you need to insert into your Wordpress blogs.

Introduction To Technorati Tagging

Technorati (www.Technorati.com) is actually easy and fun to use, but if you're new to blogging it may all sound Greek to you. Essentially, Technorati.com can be regarded as a massive directory of the latest blogging activities. If you learn to use Technorati well, it can help you build a superb linking campaign, improve your search engine rankings and bring in more traffic for your blog.

However, in order to do that, you need to get familiar with a few blogging terms. Here are the ones used most often:

1. **Tags:** According to Wikipedia, "A tag is a keyword that acts like a subject or category. A keyword is used to organize web pages and objects on the Internet. Each user "tags" a webpage or image using his/her own unique tag." In other words, tags are keywords used to categorize posts in the blogging community.

2. **Ping:** Ping is a computer network tool used to test whether a particular host is reachable across an IP network.
3. **Trackback:** Trackback is a mechanism for the communication between blogs: if a blogger writes a new entry commenting on, or referring to, an entry found at another blog, and both blogging tools support the Trackback protocol, then the commenting blogger can notify the other blog with a "Trackback ping"; the receiving blog will typically display summaries of, and links to, all the commenting entries below the original entry. This allows for conversations spanning several blogs that readers can easily follow.

Creating Your Technorati Account

Go to www.Technorati.com, look for the "Join" link on the site, and click on it. Create a new account with them. When you're done, you will see your profile page. On that page, you'll find a section labeled "Your Blogs." In this section, you will be asked if you want to "claim" a blog, which basically means telling Technorati that a certain blog belongs to you.

To prove that the blog belongs to you, you'll be asked to copy a special code and insert it into your blog's template. Once you've done this, click on "Claim This Blog."

With Wordpress, however, this process is much easier. Wordpress has a **Quick Claim** function, which allows you to bypass the entire process of cutting and pasting codes. Technorati will prompt you to enter your admin username and password to claim your blog and extract information from your Wordpress account.

Claiming: gobalakrishnan.com

You're almost done! To complete your claim, just follow the instructions below.

Quick Claim

Good news! We've detected that your blog platform, WordPress, supports Quick Claim, which is the easiest way to claim your blog.

To claim your blog using Quick Claim, just enter your WordPress login information below.

WordPress Username:

WordPress Password:

Note: This is not your Technorati information – it's the username and password for your WordPress account. It's only used to verify that you own the blog. It will not be stored in our system. If you'd rather not use Quick Claim, you can skip this step to claim your blog using another method.

[Quick Claim Now »](#) or [Skip this Step »](#)

Click to proceed to the next step.

Once your blog is claimed, you can enter a description of your blog, as well as a few keywords that describe your blog. Make sure to enter **ALL the relevant keywords** you can think of if you want to get more traffic from Technorati, since these keywords will be used to determine which tag categories your blog will be listed in. You can also update your profile and upload a picture that you want Technorati to display next to your blog description. Here's an example from my account:



Once you've set-up your blog, you may want to copy Technorati's code and embed it into your blog template to display your Technorati Profile. However, this is **strictly optional**. Now that your account is set-up, you need to learn the basics of tagging.

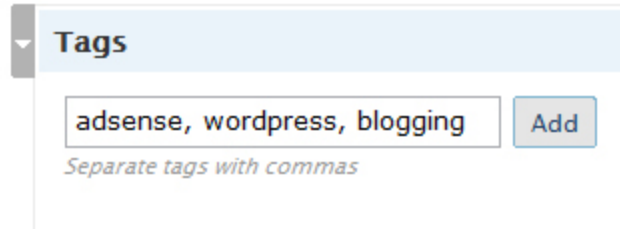
How To Get Tagged in Technorati

If you've built your own Website before, you might have tried to build your own "reciprocal linking" campaign. This basically means, "If you link to me, I'll link to you."

The good news with blogging is that you can build incoming links automatically and quickly with tagging. Here's a practical example from one of my blogs:

STEP 1: I created a post on my blog about "Directory Submitter" which is a cool resource that helps you submit your blog to over 2,000 web directories.

STEP 2: I insert several keywords into the "Tags" section while I am creating a new post.

A screenshot of the WordPress 'Tags' section. It features a light blue header with the word 'Tags' and a dropdown arrow. Below this is a text input field containing the tags 'adsense, wordpress, blogging'. To the right of the input field is a blue 'Add' button. Below the input field, there is a small italicized text hint that says 'Separate tags with commas'.

All versions of **Wordpress 2.3 and above automatically support tags**. If your Wordpress blog does not have a field where you can insert the tags (right below the editor) then you're using an outdated version and should upgrade immediately.

STEP 3: Then I published the post by clicking on "Publish" and my link will appear in Technorati.com a few minutes (sometimes a few hours) later, like this:



My link will start off on the front page of Technorati.com but since there are literally thousands of new tags coming in every minute, it will not last even a minute on the front page.

What happens is that Technorati will archive your link into the respective tag pages. To find it, it's much easier to just type in the following into your browser:

www.technorati.com/tag/yourtaghere

In the example above, I found my link by going to this page:

www.techorati.com/tag/directory-submitter

How could that be so easy?

Technorati's job is to keep track of all blogs (if possible) and monitor what content is published on those blogs. Therefore, Technorati themselves send out computerize programs looking for your posts that have tags on them. This is the very basic function of Technorati, and you will not need to do anything - other than claiming your blog and putting tags into your posts - to make this work.

When you publish your post, your Wordpress software will automatically "ping" Technorati to inform them about your post, and a link to your site should appear on Technorati.com almost immediately.

Now you have a real link from Technorati to your blog, without sending an email to any web master convincing them of the 101 benefits of linking to your Website. However, this is a **dynamic listing**, which means that as newer posts tagged "directory submitter" are displayed on Technorati, my link slips away to the bottom of the page, then to page 2, page 3 and so on until it has reached a page so obscure, no one will ever find it.

In fact, after about one month my link for this tag appears on page 7. How long your link stays on page one depends on how many people tag that specific keyword every day.

Getting More Traffic From Tagging

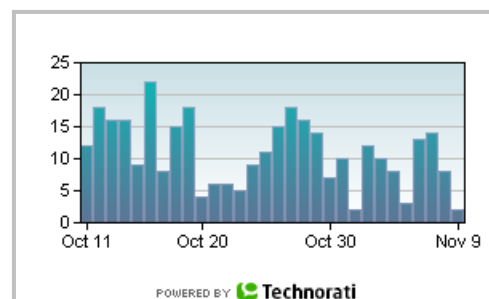
How much traffic you can get from tagging depends on how popular a tag is. For a listing of the hottest tags, you can go to www.Technorati.com/tags/ and you'll see:

1. Hot tags of the hour
2. Top 100 tags

In Technorati's tag page, type any keyword in the search box, and you will see a page displaying all the blogs tagged with the keyword you searched for. On the results page, identify the two key factors:

1. **How much traffic a tag gets –**

You can determine this by checking the graph on your right. Technorati will display a simple graph that shows how many times the keyword is tagged in a day, something like the one shown here.



2. **How long a post stays on the front page –** You can determine this by checking the latest search result (only 10 results will be listed on the first page at any given time). Right next to the blog name, Technorati will display the **time elapsed since** they picked up the post.

If you choose a keyword that is too popular you will notice that the last link on the search page results was posted about 10 minutes ago (or less). In

these competitive categories, your link is extremely short-lived. Although during the 10 minutes it stays on the front page and gets massive exposure; your tag will disappear fast from the page since there are many other people tagging the same keyword in any given day.

Bottom Line: If you target tags that are searched frequently, it is impossible for you to stay on the first page for long.

For example, if you searched for the tag "real estate," you will notice that it gets more than 100 tags a day, which is good. When you check the last result, you'll notice that it was probably posted about 30 minutes to one hour ago. This means that your link has a lifespan of about 1 hour on the first page results where it is more likely to get clicks. After that, it will be moved to the second page where the amount of clicks is lesser.

The best way is to use multiple related tags. For example, if you created a post on "mental health for women," you may want to tag a highly competitive keyword like "health" as well as less competitive ones like "mental health," and "women health."

Bottom Line: A well-balanced tagging strategy is to use some popular tags and mix it with less popular tags.

Researching and Building a Tag List

Since you're going to be tagging anyways, and since you already have a complex tool to do the job, what's the next step?

I would say that in order to get traffic and PageRank from tagging, you need to know exactly which tags to use, and create your own "master tag list".



In Technorati, one way to do this is to look at the most popular tags here: www.technorati.com/tag/

From this page you can see what the entire blogging world is about. I

would say that every blog in existence can be traced from the Hot Tags page.

If your keyword is not one of the most popular, don't worry.

Just do a search for your keyword, and Technorati will also display other related tags.

By clicking on each related tag, you can get a pretty good idea of what tags to use. Now you should start building your master list of tags. You can save it in a Microsoft Excel document if there are a lot of tags to think about.

If you've ever built your own website or tried SEO before, you should be quite familiar with the concept of keyword – tags are the same thing. If you're not familiar, however, then you should spend some time thinking about which tags to target.

You'll get the hang of it after a while!

Using Technorati as a Content Source

So far we've discussed how to use Technorati as a traffic generation tool. However, Technorati can also be used as an excellent content generation tool. Just do a search for a specific tag, and subscribe to the RSS feed link.

Now you'll be able to keep track of every blogger in the world who happens to mention something about the tag you're watching. That's the easy part. The tough part is to figure out how to turn that into content. Since you're

watching out for a certain topic, what you can do is comment on another blogger's post on his/her blog, and make sure he's aware of it.

Let's say that you watch the tag "electric guitar" and you come across an interesting post. On your blog, mention that post with a link back to the original source using **trackbacks**, and give your point of view.

Chapter 12:

The Social Bookmarking Trend

In this chapter, you'll learn about social bookmarking community sites, and how to take advantage of other people's Internet surfing habits and time to bring more traffic to your own Wordpress niche websites.

When done properly and consistently, this tactic can get your website into higher search engine rankings and generate tons of free traffic every month.

Introduction to Social Bookmarking

The World Wide Web's number one problem is, and always has been, **managing information**. From early Yahoo-style web directories to Google and DMOZ, people have been scrambling to review, categorize and publish information into forms that make sense. "Social Bookmarking" is nothing more than a new way to do exactly that.

Lets go back in time, just a few years ago...

Every web browser comes with a bookmark function. By clicking on "Bookmark" or pressing CTRL+D (on a PC), your browser stores the title and URL of the website into categorized folders for later viewing.

That's the basics of bookmarking – not too exciting, right? The next evolution of bookmarking came about when people started to realize a few underutilized concepts of bookmarks:

1. **Most bookmarks are computer-dependent** – The bookmarks that you store exist on your PC only. If you were to use someone else's PC, you can't access those sites that you have bookmarked.
2. **You can't share bookmarks** – What if you could share all the best bookmarks you've stored with your friends, family or business

associates? Wouldn't it be better (and easier) if bookmarking were done at a higher "community" level?

3. **No review & evaluation system** – How can you be sure that the sites you have bookmarked are worth your time and attention? How to easily find great sites that have already been bookmarked by others?

These limitations called for a community-based bookmarking system, where you could bookmark great sites independent of your operating system and computer, share it with your friends, and be reviewed and approved by others.

This phenomenon came to be known as "Social Bookmarking" and gave birth to a few new massive services like **Del.icio.us** (<http://Del.icio.us>) and tons of smaller yet highly-trafficked "bookmarking sites".

According to Wikipedia.org, "The concept of shared online bookmarking dates back to April 1996 with the launch of itList.com. Within the next three years, online bookmark services became competitive, with venture-backed companies like Backflip, Blink, Clip2, Hotlinks, Quiver, and others entering the market. Lacking viable models for making money, most of this early generation of social bookmarking companies failed as the dot-com bubble burst. The contemporary concepts of social bookmarking and tagging took root with the launch of the web site del.icio.us, in September of 2003."

The Advantages and Disadvantages

Although social bookmarking started as an informal collection of personal bookmarks, its significance and ability to generate website traffic grows rapidly by the day. Here's why social bookmarking can be significant to your business blog or website, according to ConsultantCommons.org:

1. Enables like-minded people to find each other and create new communities of users around a topic.
2. Allows a specific group of people (staff members in an organization for example) to share resources efficiently.
3. Can help you find new insights about a topic by seeing how others think and connect to it.
4. Creates contextual taxonomies (classifications) that have meaning for a particular community/group of people (good for different cultural contexts).
5. Most tools incorporate various mechanisms for sharing information outside of the tools (via RSS, integration with other tools such as blogging software).

As good as it may sound, there are several drawbacks (and some potential hazards) to the social bookmarking phenomenon as well:

1. Tools are still evolving and not all of these social bookmarking sites have polished, user-friendly interfaces. In fact, some of them may require extensive know-how to be useful at all.
2. No consistent oversight to how a resource is tagged - e.g. tag London could stand for Julie London, City of London, or Jack London.
3. The stream of specific resources on a topic is as good as the community that has joined the service. Some topics are naturally easier to bookmark due to the sheer fact that most of the people interested in it are tech-savvy (for example gadgets) and some are just not.
4. Possibility of "tagging spam" as more online marketers automate the process of bookmarking for easy traffic and fast money.

Using Del.icio.us

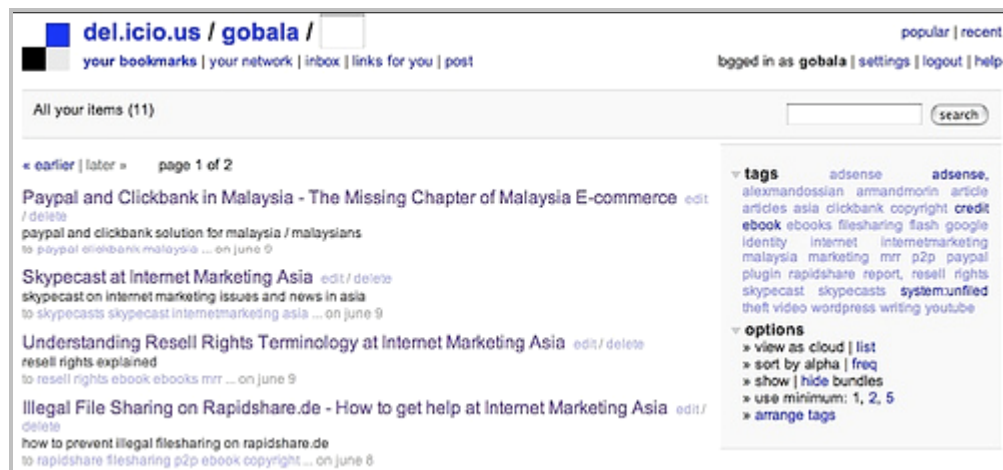
Almost synonymous to the term “social bookmarking”, Del.icio.us is one of the largest online bookmarking services around.



You can get your own Del.icio.us account for free here:
<http://del.icio.us>

Del.icio.us will give you instructions on putting up some browser buttons to quickly and easily add pages to Del.icio.us as you’re browsing the Internet.

You now have your own Del.icio.us page, where you can display all your bookmarks for the rest of the world to see.



Every time you click on the “Add to Del.icio.us” button on your browser, you will be asked for this additional information:

1. **Notes** – Description of the URL you just bookmarked. This description will appear on the page that displays your bookmarks, as well as higher-tier pages of all the other people who have bookmarked the same URL.

2. **Tags** – A tag is a keyword that describes the link or URL. In Del.icio.us however, you can only tag single words, so if you're planning on tagging a URL with the keyword "holiday resort" you need to tag "holiday" and "resort" individually, or tag "holidayresort".

Now you can add pages easily to Del.icio.us every time you find something interesting. If other people are also bookmarking the exact URL, Del.icio.us will display the bookmark in it's main page called the "Hotlist".

The Del.icio.us "Hotlist" is a list of the hottest bookmarks in the past few hours. Generally, your bookmark should get here if it is also bookmarked by 20–50 other people.

As you can see, it's obvious that you are going to get the most out of social bookmarking services when **many** people bookmark the same URL – your web page. You can achieve this in two different ways:

1. **Create Multiple Accounts** – You can create 20–50 Del.icio.us accounts if you want, and submit the same URL for each account. The trick is that each account must bookmark the same URL in a short period of time (less than 72 hours in my estimation) to get it into the Hotlist.

2. **Create Great Content** – This is the method I prefer. Instead of trying to fake it to the top, why don't you create content good enough that people will want to save your site into their Del.icio.us account? After all, isn't that the purpose of the service?

I suggest that you take it slow with social bookmarking, and let it come naturally. If you want to create a few accounts that's ok, but don't go overboard.

Bottom line: If your web page doesn't deserve to be bookmarked by others, then no matter how hard you try it just won't get long-lasting results. Focus your efforts on creating something that others would want to bookmark, and then encourage them to do so.

Other Social Bookmarking Services

If you've already set-up your Del.icio.us account and have already started adding your web pages to your bookmarks, then you should be able to understand and use these other social bookmarking services as well.

I have listed them in order of importance and popularity:

1. Furl – <http://www.furl.net>
2. Spurl – <http://www.spurl.net/>
3. Digg – <http://www.digg.com/>
4. Blinklist – <http://www.blinklist.com/>
5. Jots - <http://www.jots.com/>

I recommend that you have at least one account with those services, and use them to bookmark your web pages.

Here are some less popular social bookmarking sites (you can expect to see much more in the future):

1. Backflip - www.backflip.com
2. Blogmarks- www.blogmarks.net
3. Connotea - www.connotea.org
4. de.lirio.us - www.del.irio.us
5. Feedmarker - www.feedmarker.com
6. Frassle - www.frassle.net
7. Lookmarks - www.lookmarks.com
8. Scuttle - www.scuttle.org
9. Unalog - www.unalog.com
10. Simpy - www.simpy.com
11. Wists - www.wists.com
12. Yahoo! My Web 2.0 - myweb2.search.yahoo.com

Installing and Maximizing The Sociable Plugin

Using plugins that work with social bookmarking sites, you can actually encourage people to start bookmarking your sites into their Del.icio.us account or other bookmarking services.

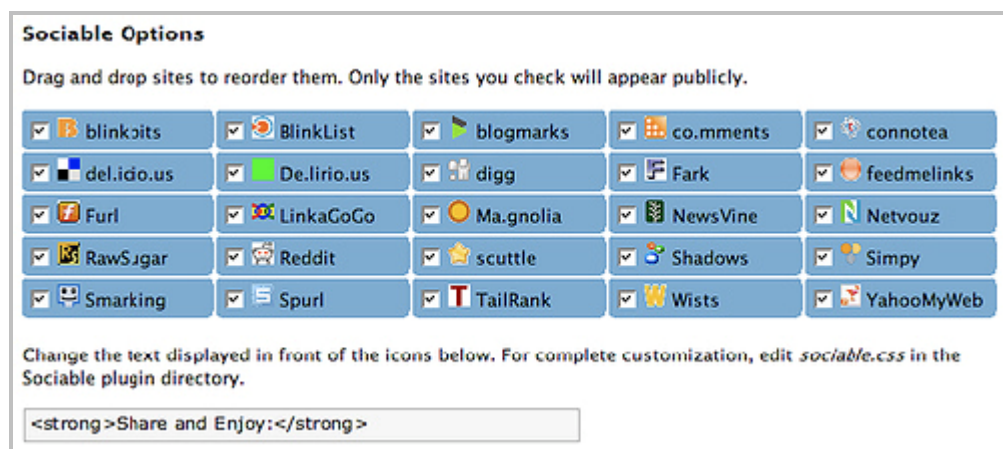
One of the most popular tools used for Wordpress is the **Sociable** plugin, developed by **Peter Harkins** (<http://push.cx/sociable>). This plugin allows you to display most of the popular bookmarking services, although you don't really need to use them all.

Here's how the Sociable plugin displays the "bookmarklets" on your Wordpress blog:



By installing the plugin, the bookmarklets appear on all your blog posts, and users can easily add your posts to their favorite bookmarking services.

To install this plugin, search for it in your Wordpress under Plugins, and activate it. The bookmarklets will appear automatically on all your blog posts. You can make changes to your Sociable plugin by clicking on the **Settings** > **Sociable** tag in your Wordpress menu. You'll see this:



Sociable lets you decide ***which*** bookmarking sites you want to display, and the ***order*** in which they are displayed. You can uncheck the services to leave them out, and you can also drag-and-drop the boxes to rearrange the order.

At the bottom, you also have the option of changing the default text that appears on top of every bookmarklet.

Social Bookmarking with Auto Social Poster

Imagine managing to submit your post to 20 different sites – it doesn't leave you much time to write any more content.

Auto Social Poster is a simple plugin for Wordpress that will automatically submit all posts you publish to your social bookmarking accounts. Currently, it supports Del.icio.us, Blinklist, Blogmarks, Furl, Magnolia, Reddit, Myweb, Shadows, Simpy, Scuttle Spurl and other bookmarking sites.

Enabled	Service
<input checked="" type="checkbox"/>	delicious ▾
<input checked="" type="checkbox"/>	blinklist ▾
<input checked="" type="checkbox"/>	blogmarks ▾
<input checked="" type="checkbox"/>	furl ▾
<input checked="" type="checkbox"/>	simpy ▾
<input checked="" type="checkbox"/>	shadows ▾

The key factor that makes Auto Social Poster different from other spammy software is the ability to **randomize** your submissions. You can choose to submit to only a handful of social bookmarking sites every time you publish a post.

This makes your submissions look less like spam, since it's scattered across all your bookmarking sites instead of having the same post appear in all of them.

☒ Only post to random sites

☒ Email submission reports

ASP also maintains an updated list of new social bookmarking sites, and they periodically remove sites that have either fallen by the wayside or stopped accepting new submissions.



Get The "Auto Social Poster" Plugin Here:
www.easywordpress.com/go/asp

Auto Social Poster is a **paid plugin**, but in my opinion it's worth the money. With ASP I don't need to worry about this aspect of blogging anymore.

Advanced Social Bookmarking Topics

Social bookmarking is no magic pill for website traffic. You can't expect overnight results with bookmarking. Instead, expect to see more PageRank (Google's measure of a website's popularity) and better search engine ranking as a result from getting incoming links from all these high-rated bookmarking services.

Even that doesn't happen overnight, so just keep on bookmarking interesting sites you see while browsing the Internet, and eventually your personal bookmark page on Del.icio.us (and other sites) will start building up its value.



Get Sean Wu's "Tag And Ping" course here:
www.easywordpress.com/go/tagandping

Chapter 13:

Alternate Monetization Strategies

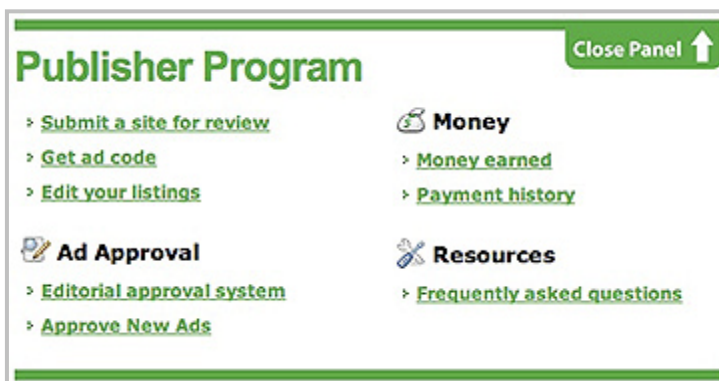
Although Adsense is a great way to make money on the Internet, it is **not the only way** to turn your virtual real estate into a cash cow. In this chapter, you will discover other monetization methods you can turn to for residual income.

You can make money with these programs together with Google Adsense, so by choosing the appropriate one you can easily add more income to your blog.

Text-Link-Ads

One good way of turning your blog into residual income is by using the **Text Link Ads**. With TLA, you can offer advertisers links on your blog for a fixed sum of dollars every month. Unlike Adsense, advertisers pay you regardless of whether people click on their links.

To display text ads on your site, you need to sign-up for their Publisher Program first, and submit your site for approval. If you're submitting for the first time, please do send them your best blog, not one you just created a day ago.



Once your submission is approved, you just need to copy and paste a code into your website. Everything else mostly happens automatically after that, although you can go

around shopping for advertisers if you want.



Sign-up for Text Link Ads Publisher Program here:
www.easywordpress.com/go/textlinkads

While getting actual visitors from a link may seem like common sense, most advertisers don't really care about the amount of traffic your site gives them directly. Instead, they buy text links from other people's websites or blogs for two reasons:

1. **Backlinks** – Search engines like Google tend to rank websites with more inward links higher in their search engine results. The more one-way links you have pointing to your blog (back links) the higher your chances of getting Google's attention.
2. **Pagerank** – PageRank is another technology used by Google to determine a site's worthiness, and it's related to the amount of backlinks you have. Generally, if your site has a Pagerank of 5 or 6, you can easily get advertisers to buy links on your site.

Most bloggers and website owners really buy into Pagerank and other SEO details, and you can stand to benefit from this! They are willing to pay you monthly just for one link on your site, even if they don't get much referral traffic at all.

As long as this SEO craze exists, you can continue to earn residual income from your site using Text Link Ads.

Paid Blogging with Pay Per Post

Pay Per Post is a program that pays you to write content on your blog.

Advertisers are looking for ways to get the word out on their product, brand or company, and they are willing to spend money to get bloggers to write about it.

You can blog for PayPerPost on a separate, dedicated blog, or you can even do it on your existing blog together with your normal content.



According to Wikipedia:

PayPerPost (PPP) is a website which helps content creators such as bloggers, videographers, podcasters and photographers find advertisers willing to sponsor specific content. The advertisers create opportunities ("opps") that describe the content they are looking for (e.g. feedback, reviews, buzz, creative, video). The bloggers (sometimes referred to as "Posties") then choose opportunities in their area of interest.

Once the blogger has written a blog post or posted a video that matches the requirements, PPP then reviews the post against its requirements (e.g. topic, tone, length) and PPP terms of service (e.g. disclosure required, no adult content), and handles payment.

Sign-up for PayPerPost here:

www.PayPerPost.com

Paid Reviews with ReviewMe



Similar to PayPerPost, the ReviewMe service focuses mostly on doing **paid reviews**. ReviewMe allows bloggers to post both positive and negative reviews of products, services, brands and companies.

By enrolling with this service, you can browse review opportunities in their marketplace, and see which ones suit your blog. Then you write a review via that system, but on your own blog. When you're done, you get paid by ReviewMe after they have deducted their share of the deal, which is typically 50%.

Some bloggers charge up to \$300 per review on their blog, and the amount your blog gets to charge is determined by ReviewMe themselves based on a few criteria.

Sign-up for ReviewMe here:

www.reviewme.com

Chitika eMiniMalls

Another good way to make residual income from your website is using **Chitika eMiniMalls**.



Chitika eMiniMalls works the same way Adsense does, in the sense that it's also contextual advertising. The codes you place on your site will display ads based on the content of your site. You can also pre-determine what

ads to show by using your own list of keywords. Similar to Adsense, you can customize your ad's colors and size, as well as set tracking channels to monitor results.

How much can you earn?

You can **earn 60% of any revenue generated** by clicks on your Chitika ads. Your payment will be delivered by Paypal or by check. A good place to learn more about Chitika is www.chitikatips.net

You can create your own Chitika account here:

www.easywordpress.com/go/chitika

Chapter 14:

Conclusion & Recommendation

Throughout the entire Wordpress Adsense System guide, I've covered everything you need to know about making money on the Internet using Google Adsense, backed by the publishing power of Wordpress.

Congratulations! You now know more than 95% of people out there who are struggling to make pennies from Adsense. While they are building ugly, tedious websites that take forever to get "up there", you're building fast and powerful publishing systems that you can grow to 10,000 pages if you want.

While others struggle to find content for their sites, you are adding your own unique content, using PLR articles, RSS feeds and even getting others to write and publish content directly to your Wordpress site.

You have just jump-started your Adsense experience and cut your learning curve in half. A year from now when most of the people who didn't read this eBook have given up, you'll be relaxing and counting your checks.

But it all means nothing if you don't put your knowledge into action fast. Take up the challenge and build your first Wordpress site. Build it with good content, and then automate it. Then, build another one. When you're done, build another one.

Your Action Plan For That First Project

This guide is intensive. It covers everything you need to know about using Wordpress for Adsense. But it is not an **action plan**.

If you don't have an action plan, you'll end up doing nothing, and any value you get from this course will diminish within a few weeks. That's why I've included a step-by-step **"7-Day Action Plan"** to get you started as quickly as possible.

This document is included in your purchase of the Wordpress Adsense System package, so look for it within your downloaded files. Find the PDF document called **7DayActionPlan.pdf**. Print it out, and as you go through the steps, remember to refer back to this complete guide if you don't understand how to proceed.

Get your Wordpress Adsense System up and running now!

Support and Enquiries

For all product support and enquiries, go to this web address:

<http://support.easywordpress.com>

Remember that you will receive all future editions of the Wordpress Adsense System free. If you have testimonials, comments, suggestions or even questions that you'd like to see answered in the next edition, please tell us about it!

To submit a testimonial or feedback, go to this URL:

<http://adsense.easywordpress.com/feedback.html>

Chapter 16:

Recommended Resources

To get an updated list of essential blogging tools, please refer to our blog post here: <http://www.easywordpress.com/labs/wordpress-tools>

Here's the complete list of resources mentioned within this eBook for your reference:

Firefox Web Browser (www.getfirefox.com)

The only browser I recommend. It's a much more secure, simpler and faster browser than Internet Explorer.

Smart FTP (www.smartftp.com)

Free FTP application for Windows users.

Fetch FTP (www.fetchftp.com)

30-day trial version of the FTP for Mac OSX users. You can still use the application after the evaluation period has ended.

Wordpress.com (www.wordpress.com)

Get a free, hosted Wordpress blog for starters.

Wordpress.org (www.wordpress.org)

The main website for everything related to Wordpress. You can download the installation files here, and also submit to their support system for help.

Google Adsense (www.easywordpress.com/go/adsense)

Create your own Adsense account with Google. Please follow my recommended steps before applying for your first Adsense account.

GoDaddy Domains (www.easywordpress.com/go/domains)

Get cheap domain names, for as low as \$1.99 if you also buy a non-domain product.

Wordpress Hosting (www.easywordpress.com/go/hosting)

Recommended hosting and resources for your Wordpress blog. This is great for a single Wordpress blog.

Directory Submitter (www.easywordpress.com/go/dirssubmit)

Software program that help you managed submissions to thousands of web directories on the Internet.

Article Submitter (www.easywordpress.com/go/articlesubmit)

Software program allows you to manage article submissions to hundreds of articles directories on the Internet.

3 Way Links (www.easywordpress.com/go/3waylinks)

A 3-way link exchange network owned by Jonathan Leger. Join and use this program to improve your search engine rankings.

Tag And Ping (www.easywordpress.com/go/tagandping)

An excellent in-depth guide to getting your websites ranked highly in search engines using tag and ping. Authored by Sean Wu from Thailand.

Del.icio.us Bookmarking Service (<http://del.icio.us>)

The most popular bookmarking service around. Set-up your account for free and start bookmarking your own sites.

Auto Social Poster (www.easywordpress.com/go/asp)

Wordpress plugin that automatically submits your latest blog posts to dozens of social bookmarking sites randomly, and helps you improve your search engine rankings.

Rent-A-Coder (www.rentacoder.com)

The best freelance portal to get other writers to develop content for you. They have an excellent mediation process and overall superior system.

Feedburner (www.feedburner.com)

Create an enhanced version of your plain RSS feeds. FeedBurner is free to use, and it gives you many traffic-building functions.

Text Link Ads (www.easywordpress.com/go/textlinkads)

A great alternative to Adsense, TLA allows you to sell text links on your site. You get paid monthly by the advertiser, regardless of whether anyone clicks on your ads or not.

Chitika eMinimalls (www.easywordpress.com/go/chitika)

Display ads on your site, advertising products related to your blog content. Chitika is another good alternative or complimentary source of revenue to Adsense.

Make Money Online

Join My Affiliate Program

Congratulations! Your purchase of Wordpress Adsense System automatically qualifies you as an affiliate, and you too can profit widely from the Adsense and blogging craze on the Internet.

Every time someone you refer purchases the Wordpress Adsense System or any of our other products, you automatically **make commissions via Clickbank**, the largest and most trusted affiliate program manager on the planet. Any commission you make will be paid to you immediately...

[Click Here to Join My Affiliate Program](http://www.easywordpress.com/affiliates.php)

(www.easywordpress.com/affiliates.php)

All you need to do is send a customized email to your mailing list recommending the Wordpress Adsense System, and everything else takes care of itself. With our affiliate program, you get paid even if your referral does not buy immediately – we track everything to make sure you get paid for every drop of sweat.