



## **A Special FREE Report:**

### **“How To Earn (More) Money With Adsense”**

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2. The 3 “Pivot Points” for All Adsense Success
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## **The Adsense \$100k Blueprint**

*The EXACT Plans To Earning 6 Figures With Adsense*

<http://www.Adsense100kBlueprint.com/>

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# The AdSense \$100k Blueprint, and Tips On Earning (More) Money With AdSense

## What is The AdSense \$100k Blueprint?

The AdSense \$100k Blueprint (<http://www.adsense100kblueprint.com>) is a groundbreaking new product providing detailed instruction on how to create a *sustainable* six-figure business with Google's AdSense.

The AdSense \$100k Blueprint, or “A100k”, is based *entirely on real world experience*. Tested and tweaked for more than a year, it is a step-by-step 'Blueprint' that duplicates the authors own real six-figure AdSense business.

Created for both beginner and pro, A100K takes you from the very beginning, literally holding your hands while walking you through *everything* you need to do to create your own six-figure AdSense business.

What makes A100K groundbreaking and different from anything else out there, is the incredibly detailed plan it provides. Nothing is left to chance. If you follow the blueprint, you will get the expected results. Period.

A100K gives you an entirely new perspective on AdSense, traffic, and ranking. It is simply the clearest and most effective strategy ever published.

## A100K

“A100k” is based on creating simple “informational” websites using Wordpress, and following a thoroughly tested step-by-step formula for getting Page 1 rankings. The reason the Blueprint works so well is that it follows a proven plan to leverage 3 crucial “Pivot Points”:

## ***Pivot Point 1 – Niche & Keyword Selection***

A100k targets the big “evergreen” niches: Finance, Health/Medicine, Real Estate, Legal, Education/Training, etc. This is because we are after niches that have a LOT of traffic, and are big enough to have 'sub-niches' with plenty of high-volume keyword phrases that are only moderately competitive.

Within these niches, our keyword research is the 'fuel' that powers our success. By using carefully developed criteria for our keyword research, we find our 'secondary' keyword phrases to target. By 'secondary', we mean the less-obvious phrases that aren't being targeted by hordes of marketers, but have huge volumes of 'real people' searching within the niche.

One of our main criteria is EPC, or “Earnings Per Click”. Pivot Point 1 insures we are targeting only very-high-paying keywords & phrases.

## ***Pivot Point 2 – Rankings & Traffic***

The next pivot point revolves around traffic – lots and lots of traffic. Once we have chosen a niche and uncovered our target keyword phrase group, we will build a simple but very effective website using the Wordpress platform – and don't worry, we'll show you \*exactly\* how we do it.

Pivot point 2 implements our super-refined, proven, repeatable SEO formula, in order to quickly push our websites upwards until we have Page 1 rankings. Pivot point 1 insures that once we start getting good rankings, the traffic volume is there.

## ***Pivot Point 3 – Conversions***

One of the criteria we used to choose our keywords for Pivot Point 1 is payout, or how much money we earn per click. Pivot Point 3 is about insuring that our visitors click on those high-

paying ads. To accomplish this, we use a small number of very-highly-optimized layouts.

## **AdSense Earning Formula – The Bottom Line**

AdSense is a numbers game:

**Traffic (visitors) X Conversions (clicks) X Payout (amount per click) = Earnings**

In order to increase your earnings, you must increase one or more of those factors.

If you aren't already pursuing an AdSense business model, get your hands on the AdSense \$100k Blueprint and get your own 6-figure business off the ground.

If you're already into AdSense, here are some ideas that might help you.

## **The Truth About Traffic**

*“It's all about the traffic” – and traffic is all about rankings.*

Success with AdSense begins with traffic, and traffic is all about rankings. The two factors that determine your traffic are the search volume for the keywords you rank for, and the position that you are ranking with them.

*Begin with the RIGHT numbers.*

Too many people make the mistake of using Broad Match criteria when looking up search volume in their keyword research tools. This often gives you unrealistic, inflated numbers. Those are numbers representing every search term that has your keywords in them, rather than the searches on the actual specific term itself.

Obviously if you're ranking for a search term that really only has 100 searches per month rather than 1000 searches per month showing for Broad Match, you aren't going to see the traffic you would expect.

Where you rank is equally important. First off, if you're not on page one, you're not even in the game. 97% of searchers will not go past the first page before clicking.

To compound the problem, even if you are on page 1, if you are not at or near the top, you will still only see a fraction of the available traffic.

50% of searchers or more – better than one half – will click on the number #1 listing. Positions #2 and #3 will get 25% of searchers. That leaves only 25% for the remaining positions on page 1, each of which gets a decreasing share of that remaining traffic.

Unless your keyword phrase has a huge search volume, you must be in the top few spots if you want to see much traffic.

### *Getting There*

So just how do you get to those top few spots? To answer that question, we have to step back a bit. One of the first things we do when considering or building a new site, is our keyword research. The AdSense 100k Blueprint method focuses on creating small “*keyword phrase groups*” of 5 to 10 target keywords for each site.

In addition to meeting minimum traffic volume requirements, the main criteria for selecting these target keyword phrases is competition.

Forget everything you may have heard about how to determine the strength of competition, such as how many “competing pages” there are, etc.

## The Truth About Ranking & Competition

Here is the key to determining your competition: who is currently occupying those top spots? In order to reach one of those top spots, you have to “beat” someone who's already there. And so your competition is always - and only - whoever is in those top spots.

So how do you “beat” them? The answer is your “Total Backlink Value”. All other things being equal, who ranks on top will be determined by who has the highest “Total Backlink Value” for that particular keyword phrase.

(Note: That “all other things being equal” part is important. Obviously, a brand new site with one article about a particular keyword isn't “equal” to an aged, strong site with plenty of high-quality keyword phrase content, and so in that case, you would need a farhigher “Total Backlink Value”. But that is why we do our competition analysis first).

### *A Few Words About Ranking Factors*

When we talk about terms like “ranking”, “Page 1”, “SERPs” (Search Engine Results page), we have to understand one very important concept. *Websites* don't rank, only *pages*, or individual URL's do. And ranking is only in relation to the search being done.

It is a miss-statement to say, “My site finally reached the first page in Google.” First, it must be in relation to a search, so “My site finally reached the first page in Google *for the phrase “Paralegal Training”*” would be more accurate.

Second, it isn't the site that has a ranking position, but a specific page. And so, my site on Paralegal Certification might have a page devoted to “Paralegal Training”, and that page might rank on Page 1 for that phrase, but it is that specific page, not the site itself.

In many cases, it is the homepage that ranks for a given search phrase, but even then, it is the home page itself that is ranking, not the site.

This is why Adsense \$100k Blueprint targets specific, individual keyword phrases, and as

such, we always - and only - target one keyword phrase per page of our website.

## **Beating The Competition**

There are two things we can control, more-or-less: what we do on our site, and the effort we put in to gaining backlinks.

As far as our site is concerned, here's what we want to accomplish. Since we know that pages rank rather than websites, we want to focus all our ranking efforts on individual pages. And since we want pages to rank for specific keywords, we want a given page to focus on one – and only one – keyword. This lets us 'aim' all our efforts at a single place, rather than diluting them across many places.

This is why the AdSense \$100k Blueprint specifies one single 'target' page for each target keyword phrase, and lays out a backlinking plan to focus those efforts directly on the target pages.

What can you do? First, stop diluting your efforts. Have one page be the 'recipient' of all your efforts for a given keyword. This means that you should internally link all references of that keyword phrase to it's target page. This shows Google what that page is about, and it's relative importance for that phrase across your whole site.

Next, focus all your backlinking for a given keyword between your homepage and the target page. We 'split' the effort because 1) we want our efforts to appear natural, and 2) this will eventually gain us a double-indented listing – that's two spots – for our search term: our home page, and our target page.

This now lets us focus on creating a “Total Backlink Value” that is high enough to 'beat' one of those top Page 1 sites.

Backlinks are funny things. They can shift and change, and do other tricks as well. One of the most important strategies we can employ is “Link Diversification”. This refers to getting backlinks across a wide range and type of sites.

Google will decrease the value of links coming from the same place. As an example, 10 links from Ezinearticles.com (for the same target) is NOT ten times more than 1 link. The first link will have the most value, with each subsequent link decreasing in value.

Want a step-by-step “Action Plan” to get your sites to the top of Page 1?

How about the 'keys' to finding an Unlimited Supply of high-paying, easy-to-rank keyword phrases?

Are you TIRED of all the “Silver Bullet” schemes that DON'T WORK?

Then we invite you to COPY our EXACT business – a business that earns thousands and thousands of dollars, week after week, month after month!

If you're FINALLY ready for REAL, 'DO-ABLE', AND SUSTAINABLE SUCCESS, then you want to take a look at The AdSense \$100k Blueprint – a COMPLETE business model that includes EVERYTHING NECESSARY for you to have your own 5 figure business.



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