

Gaga over Google Adsense

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First you should pick a theme where there is at least some competition. That is to say, if you choose a family history web page, you may only get genealogy ads in your Adsense boxes. These may be very low paying ads and hardly worth your while. Before building a web page you should check and see how much people are paying for a certain type of ad. To that end - PC Bidbrowser will give you an idea how much advertisers are paying at Overture, and you can extrapolate or take an educated guess at Adsense.

But is finding the highest paying keyword the best way to build a page around? Consider the point that there may be so much competition that your web-page may never see the light of day. If no-one ever reads your site, you have no clicks, hence no revenue. No, the money-making truth lies somewhere in the middle. You need a topic that has low enough competition that people will actually find it on search engines, but also high enough competition that you will receive some cash from advertisers.

A neat program called 'keyword sleuth' allows you to find alternate keywords that are still highly searched yet low in competition. Other programs do similar functions.

Find 6 or so topics that you find a nice balance between competition and reward. Now how do you build a web-page that will give some new slant on the topic?

Does your web-page really need to be unique? Perhaps you could write an interesting page or two about the subject along with some links. For instance, perhaps you want to write a site on stock market trading. If you've ever been in the stock market you could write a real life trading experience. Make it exciting, while keeping it truthful. What led you to invest? What stocks did you trade and why? Did you make money or lose some? Do you have any advice to give to new investors? Could you find a couple of links for free screeners or some other tool that would be useful? Did you employ any special techniques - humorous or not?

You see, it doesn't have to be about making millions with your trading system, it can be a funny life experience which we all can learn from.

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