

The AdSense Blueprint

Introduction & Outline

I know what you're thinking, and the thought on your mind right now is something like this:

"AdSense... is he serious... it's, like, older than the hills and all I ever got from it were \$0.05 clicks and cruddy \$12.00 payouts in 6 months time?"

Yes, I am totally serious, and when you've been through this blueprint training you'll see exactly why I'm serious... and more importantly, your AdSense account balance will show you why.

You see, the problem with AdSense is that most people don't follow a process.

They don't work at the things they **need to do** in order to get the best benefits and payouts from AdSense. And worst of all they target all the *wrong keywords which pay out pennies*.

This isn't your fault.

It's because you've not been shown *exactly what you need to do* in order to follow the right process to make money from AdSense.

I've read a lot of so called "*Killer AdSense Courses*" in my time and none of them actually cover the correct process to get the best payouts, and I've yet to see *any* which actually show you **how AdSense actually works**, or how to make sure you're even targeting the right keywords (which is one of the most crucial aspects).

So what we've decided to do is put together *The AdSense Blueprint* to show you the right way to make money using Google AdSense.

As part of it we'll be bringing you some exclusive tools, cracking templates, and a never-seen-before way of quickly targeting the highest paying AdSense keywords in the market.

The ultimate goal of *The AdSense Blueprint* is to create a portfolio of authority sites, targeting the highest paying AdSense keywords, which will ultimately earn you in excess of \$100 per day from AdSense earnings alone (which for you maths buffs out there is over \$36,500 per year).

And then once you're getting money from the sites, you re-invest it into more sites, more content, more promotion, resulting in even more visitors, who provide more clicks on your AdSense ads and *give you even more payouts* across your online portfolio.

Or maybe you'll just choose to cash out, sell up your killer assets and make a bundle of money and go and live the high life in Monte Carlo, or something ;)

AdSense can be a fantastic income stream, but you have to play by the rules (and if you don't you will get booted from Google and lose your earnings), and there is a process you need to follow to make sure that you get your best bang for your buck.

That's why it's crucial you follow the process, and over the duration of *The AdSense Blueprint* we'll be covering everything you need to do in order to make it a success.

Over the next few pages we're going to give you an outline of what we'll be covering, and it's going to be an awesome ride...

Back To Basics

You need to forget everything you know (for now) and go back to basics. Many people think they can leverage other techniques and slap on AdSense to make piles of cash inside of a weekend's work.

Sorry, but you can't.

Google is constantly changing what they do and how they do it. The days of throwing up 1,000 splogs of auto-generated crappy content and slapping on AdSense to generate cash are gone (or in the very final death throes).

What we're going to do is go 'back to basics' and look at what Google is willing to pay you for, and how you can **legitimately** create great sites which Google will love and will ultimately lead to an ongoing decent revenue stream.

The AdSense Platform

What surprises me most about all of the other so-called '*AdSense Training Courses™*' out there is how none of them actually cover AdSense.

I've yet to see any courses out there which actually look in-depth at AdSense and tell people the really **crucial information** they need to know *before* setting up any sites, and especially before applying for an AdSense account (which by the way you don't do yet!)

Seriously, if you don't know the rules of the game then you're leaving yourself wide open to not only losing your earnings, but also getting all your sites de-indexed from Google, which will turn your profit making business into a cost recovery exercise overnight.

So in this section of *The AdSense Blueprint* we're going to be walking you through the AdSense platform, and we're going to pay extra special attention to the AdSense Terms of Service and Platform Policies, so you can fully understand *why* we're following the process we follow, and how you can make sure that your earnings are never at risk.

It's All About The Keywords

It might not surprise you (especially if you've been through [The Challenge](#) or any training on [The Immediate Edge](#)) that in order to succeed in your online endeavors you need to target the *right* keywords.

However, with *The AdSense Blueprint* we need to do things a little bit differently to how we've taught you previously, and this is because you might find some stellar keywords which have great traffic and competition figures, but they may be useless for AdSense because **the payout is non-existent**.

So, in this section we're going to walk you through *a new way to do keyword research*, showing you how to target the right keywords which have decent traffic, but leverage great payouts.

Oh, and just as a little tease.... there **might** be a brand new tool available to give you these keywords without you needing to put in any of the hard work whatsoever ;)

Your AdSense Sites

Once you've got all your keywords selected, nicely themed and tightly targeted, you'll now be ready to set up your sites.

As with all things, there is the right way to do it and the wrong way to do it.

What you'll learn here is the right way to structure and set up your sites quickly and easily, which not only meet all the requirements of the AdSense platform policies, but are also designed to gain traction and good rankings in the search engines.

If you follow these steps wisely then over time your sites will become authority sites in their own right and will rank for even the most competitive of keywords in some of the hardest markets on the web.

Launching Your AdSense Sites

Like I've already said, if you want to make the most from your AdSense sites then you've got to approach it a little differently, and in *The AdSense Blueprint* we're following a completely separate process to what we've taught previously.

So in this section you'll learn the *right way* to launch your site, what content is needed, what your publishing schedule should be, and we'll even throw in some great content templates to help you get started.

Getting The Word Out

Publishing a site is all well and good, but if no-one is visiting your site then you're never going to get paid, so you've got to *'get the word out'* in order to get people to come to your site and start consuming your content.

The whole key to getting good AdSense income is getting good **human traffic**. You'll note that I said human traffic. The GoogleBot (and other search engine spiders) will never, ever, ever click on your AdSense ads, nor will they buy any affiliate products or sign up to your email lists.

This is one of those things which drives me crazy. I see people time and time again simply trying to use a ton of automated systems, and spend countless wasted hours tweaking their site's SEO setup, in order to 'get Google to love me' whilst losing sight of the bigger picture.

Stop. Doing. That. Now.

I'm not saying SEO isn't important, or that you shouldn't use any automated tools, but you really need to be attracting the right people to your site who are **interested in your topic** and who are likely to *want to get more information* (i.e. click on an AdSense ad, or give you their email address, or click on an affiliate product you're promoting etc.)

You need to target **people**, and not just get suckered down the path of trying to 'game the GoogleBot', so in this section we're going to show you the way you should be doing it.

Getting Your AdSense Account

In the earlier section on *'The AdSense Platform'* I mentioned that you shouldn't apply for an AdSense account until later. Well, it's later and that time has now arrived.

You might already have an AdSense account (which is great), but there will be a lot of you who don't have an account, and in this section we're going to walk you through the application process, and *explain why we made you wait*.

All AdSense accounts are manually reviewed by Google, and the application approval can take anywhere from a few days to a few weeks.

Don't sweat it.

We have structured *The AdSense Blueprint* process to give you the best chance of being approved as quickly as possible, using your 'authority site in the making' as your main application vehicle.

Integrating AdSense

Once you've been approved and have your account all live and ready to rock-and-roll we're going to show you how to integrate your AdSense with your sites (and we might even have *another* cool tool to make your lives a bit easier ;)

AdSense is just like any other form of marketing, you have to test to see what's working well and what's not working as good, and then make changes and test and track to see where you can make further improvements.

As part of this we'll also be covering how to integrate your AdSense account with your Google Analytics account so you can keep a track of what's working well for you, and how you can use the reports to improve your performance.

Making Your Site “The Authority”

Becoming an authority site doesn't happen overnight.

You can't simply rock up to the gates of the internet with a fully fledged site chock full of über-awesome quality content which people are going to beat down your door to access.

Sorry about that, I probably just burst a few of your bubbles there.

If you do try to spring a huge site full of hundreds of articles on Google then they're going to first of all be very suspicious, and secondly they're going to expect the same amount of content to come next week, and the week after, and the week after that...

Becoming an authority site takes time, you have to get quality and original content on your site published on a *regular basis*, and then you need to do ongoing promotion to get the right people to your site to consume the knowledge.

This is where most people fall down.

Unfortunately there will be a few of you reading this who will simply walk away at this part of *The AdSense Blueprint*, because it either means that you need to put in some hard work to create the content, or you need to outsource the content (which costs money).

I can't do anything about that, it's ultimately your choice on whether or not you're prepared to put in the effort to succeed, and if you decide it's not for you then I wish you the best in whatever you choose to do.

But for those who decide to stick with the course from here on in then ***congratulations***, because you will be the 'lucky few' who decide that putting in the effort (or investment if you choose to outsource) is worth the long-term goal of having some assets which will not only be bringing in *steady revenue*, but will also be building up a great track record if you choose to sell it later on down the line (isn't there a [blueprint for selling a site](#) somewhere ;)

So in this section we're going to layout the ongoing schedule for publishing content and promoting your sites in order to keep bringing visitors back for more (and hopefully telling all their friends about it and *bringing them along* to the party as well).

When The AdSense Blueprint Isn't About AdSense

Although this is *The AdSense Blueprint* it doesn't mean that it has to be the *only* source of revenue on your site.

There are some serious pitfalls you need to avoid like the plague when trying to add other sources of revenue on an AdSense site, and trust me, you really don't want to risk losing your account by promoting something which goes against the AdSense terms of service.

In this section we're going to cover a number of different monetization options which you can take in order to leverage even more revenue from your burgeoning authority sites, while remaining on the right side of Google and not putting your account at risk.

Dominate Or Cash Out?

Rounding off *The AdSense Blueprint* will be a whole section on what your options are further down the line.

We'll be discussing how you can build out other authority sites in the same market, in order to start dominating on a whole range of inter-linking high-paying topics and truly become the 'authority', and we'll also be discussing the alternative option of selling up and making a bundle of cash from your assets (which will ultimately have great rankings, great traffic and great revenue to make it a *very valuable sales proposition*).

So, that's the overall view of what we'll be covering in *The AdSense Blueprint*, and I hope you're looking forward to becoming '*The Authority*'.