

Internet Marketing Secrets Newsletter

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In this issue: AdSense revenue up by 283% in less than a week. Take control of which ads appear on your pages. Five quick SEO linking tips. Quick - yet highly effective - marketing tips. Find out who the winners are as Google faces a "Machine Crisis" and purges their index.

Plus... Your wish is my command. Just fill out the survey and I'll give you whatever you want. All this and a lot more in this issue of IMS. Enjoy!

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How To Get Easy Content, Links and Traffic

Imagine getting 400 articles a month. Content for use in your blogs, portals and websites. You get all this...

- keyword research into popular categories
- 18 professional ghost writers doing the work
- 400 keyword rich articles every month
- immediate and long term revenue strategies
- "ban proof" websites with valuable content
- a network of 22 blogs to announce your pages
- incoming links so your pages get found
- tons of video showing how anyone can do it



Now it's easier than ever to build a website empire. You don't have to do any market research, writing, or reciprocal linking. If you can copy and paste, you can make money with this system. Just upload the articles to your web properties, paste in your affiliate links or AdSense code, and start making money. It's as simple as that.

[Want Easy Content and Traffic?](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

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BREAKING INTERNET MARKETING NEWS

Survey Time... Tell Me What You Want

It's only been six months since the last survey, but the readership has grown by several thousand since then. I want to be sure that I'm giving you the type of content that you need.

In addition, I'm not just polling 300 random readers this time. I'm opening it up to everyone for at least a week. So please be sure to voice your opinions and concerns. Tell me what areas you're already good at, and tell me what you'd like to know more about.

It's only going to take five minutes of your time. And those of you that take the time will determine the future of this newsletter. The power is in your hands. Please go there now and voice your hopes, dreams, needs and desires. And I'll do my very best to fulfill them for you.

What Do You Want? ==> <http://www.cdzn.com/survey>

AdSense Revenue Up by 283% in Less than A Week

Why are people so excited about AdSense? To quote my friend, Jim Morris from the [Keyword Avalanche](#), "AdSense is passive income with no customer service."

Not only that, unlike affiliate programs, it's virtually maintenance free. You've really got to try it, if you don't already have AdSense as one of your revenue streams.

You simply go to Google and sign up for an account. You choose the style of ads that you want to appear on your pages and click a button. Google then generates some html code for you. All you need to do is copy and paste into your web pages.

That's all that you really need to do. Every time someone visits your page, and clicks on a link in one of the ads, you make a little money.

So what about these dudes that are making huge amounts of cash. What are they doing differently than the average mom and pop outfit? Well, it depends on the color of their hat.

Black hatters create what's being called "Frankenstein" content by auto generating 500 pages from five articles or small list of keywords. The only trouble is, the pages are unreadable. So the search engines filter them out, the site gets banned, and the site owner gets placed on a watch list of "known" bad people.

Gray hatters generally scrape content from search results. They grab the search results and automatically generate their pages and have their ads appear at the top of the page. Again, the only trouble being, search engines don't like them and their sites tend to get filtered out, or banned in just a few weeks.

White hatters build sites for the long term. And this is where the real money is. You can almost bank on it being there year after year.

White hat sites never get into trouble with the search engines. In fact, they are rewarded with high positioning in the SERPs for providing valuable content. And the money you make will always increase in direct proportion to the amount of work you put in. Fortunately, a lot of "the work" has already been done for us.

You need to know where to put the ads and what they should look like, to get the most clicks, without resorting to tricks, or violating anything in the Google agreement. In addition to the AdSense wisdom, we need content and a way to build good looking sites.

For building the sites, I'm using Rapidweaver on the Mac. It makes it very easy to change the look and feel of each site, and manage the content. Most of my Windows friends are using production and management software like XSite Pro.



[Want to Make Sites Like a Pro?](http://www.cdzn.com/xsp) ==> <http://www.cdzn.com/xsp>

For the content, it's hard to beat the 400 articles per month from Article Underground. It's pretty easy to customize them a little by grabbing a thesaurus and using a text editor to search and replace various keywords. You can also add a quick intro at the beginning and comments at the end.

(I know that some people have complained about the way the Article Underground articles are organized. But to me it makes a lot of sense. Instead of all 350 members getting the same neatly organized categories and blobbing up sites on the same topics, they can pick and choose the topics they want.)

And here's a little trick to "read" inside those hundreds or thousands of articles in mere seconds. Use an industrial strength "text editor" like [BBedit on the Mac](#) or [UltraEdit on the PC](#).

Just plop all the articles you own into a folder, then use the text editor's recursive GREP feature to "find" all articles containing the keywords of your choice. It makes finding related articles a snap.

[Want 400 Articles per Month?](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

Ok, thanks to Article Underground and XSite Pro, you've got lots of content and a pretty good looking site. Now it's time to get the AdSense code from Google so ads will appear on your pages. And this is where you can either make big money or get tossed spare change.

The real trick is in choosing the right size, shape, color and format for your ads. Then the other super important piece of the puzzle, is where to place the ads on your pages, in relationship to the articles, to get the most clicks.

Just recently Michael Cheney released a video series on how to get the most from AdSense ads. Turns out that I had the wrong colors and sizes, and had my ads in all the wrong places. Come to think of it, I was doing just about everything wrong when it came to the ads.



Get this... after watching the videos I made the changes Cheney suggested. My clicks went up 372% and my revenues went up 283% in less than a week. That's nearly triple the amount of money from the same amount of traffic. Needless to say, I'm changing the rest of my sites to the new "formula" as fast as I can.

[Get Cheney's AdSense Videos](http://www.cdzn.com/av) ==> <http://www.cdzn.com/av>

The cool thing is Michael makes a very comfortable living with just 10 sites. So can you... But you also need knowledge, content and a production system. Thanks to website builders like [XSite Pro](#), content from [Article Underground](#), and the tested wisdom from Cheney's [AdSense Videos](#)... you can have all three.

Control Which AdSense Ads Get Displayed

Here's a quick way to reverse engineer what Google thinks your site is about. And you don't even need an account.

Although it was initially designed to help AdWords users find additional keywords to bid on, you can also use it "backwards" to help with your AdSense revenue.

Go click on over to [Google AdWords Keyword Tool](#):

Tool ==> <https://adwords.google.com/select/KeywordToolExternal>

Click on the "Site Related" keywords and type in your url. Not only is it telling you what Google thinks your page is about. It's also telling you the kind of AdSense ads that it is likely to place there.

If the right kind of "Keyword Groups" are not showing up, then just go and tweak the content of your page, by changing the headline a bit and adding your keyword at least one more time to the first paragraph of your page. Be sure to save your page and upload it again.

Now run your url through the tool again, and you should have exactly the ads that you want to appear. Think of it as training the LSI (latent semantic indexing) spider, until it knows what your page is really about.

- - Adv - -

Content Desk is Accepting New Members

This is not your average private site. It's more like a private club. A very helpful and tightly knit community, made up of some of the best internet marketers on the planet.

You get an easy-to-use website builder, step-by-step training, blogging tools, unlimited hosting, over 200,000 articles and a very supportive community. So if you want excellent tools to build content rich, search engine friendly websites, then this may be the perfect match for you.



But don't wait too long, once the vacant Charter Memberships get filled, they close the doors again So don't wait to click this time, OK?

[Want a Desk Full of Content?](http://www.cdzn.com/cd) ==> <http://www.cdzn.com/cd>

- - /Adv - -

Five Quick - Super Important - SEO Linking Tips

Use "Topic Drift" of at least 30% in your incoming links. In other words, don't always say the same thing. Use synonymous words to describe the destination page. Just click on over to [Nichebot's Keyword Research Tool](#) and type your keyword into their thesaurus. You'll get up to 15 different ways of saying the same thing.

Don't do reciprocal linking with your own web properties. Google easily filters out links of low value. Practice more eclectic and organic looking linking with your linking partners, or other web properties that you own. Doing so will prevent the engines from seeing your links as artificially generated, or reciprocated, and more "organic" in nature.

Practice deep linking. Which means that you should attempt to link to internal pages on your site, not just the home page. Every time you create a new page, try and link to it with more than one site. You can use

your own web properties or a third party service, like the network of blogs provided by the Article Underground.

If you have a link partner that's been banned, suddenly has a PR0, or finds their PR "unranked" remove all your links to them. Remember... what links to you "generally" cannot hurt you. But what you link to certainly can.

If you build portals or article sites for AdSense revenue, continue to add links to them on a regular basis. Make a checklist for each domain and submit each one to a couple of directories per month. You can get a complete list of directories from [High Rank Directories Plus](#) or when you subscribe [Jerry West's SEO Revolution](#) newsletter.

- - Adv - -

Over 250 Training Videos... For Only \$37?

Imagine getting over 250 training videos with over 30 hours of wisdom. You'll discover everything you need to run a profitable online business.

It takes you through every step of the process including domain name selection, making pages with html, uploading pages with ftp, getting links, getting traffic and promoting your site. You'll even learn how to make your own ebook and write the copy to sell it.

You'll learn more about "how to make money online" with these "Newbie Training Videos" than from any other ebook, membership site, marketing course or coaching program that you've ever purchased.

[Free Sample Video](http://www.keywordavalanche.com/videos/) ==> <http://www.keywordavalanche.com/videos/>

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Five Quick - Yet Powerful - Marketing Tips

Paid (PPC) advertising is good, even if no one clicks on your ad. If you have a unique, or memorable company name in your url, it can help with branding your product or service. They might not click on it... but they still see it.

Try using an exit page. Put a link that says "Exit" on your site so people have a clearly defined way to leave. Monetize the page with ads and affiliate links. On some sites it increases revenue by up to 20%.

Category links increase impulse spending by 300% and give an average of 10 more page views. Use left side navigation for "trigger keywords" that help people find what they're looking for. Bury the search function at the very end of the category links.

Check your log files weekly. Find out which keywords people typed into the search engines to find your site. Place those items on your home page. Doing so can increase sales of those items by up to 500%.

Put a "Buy Now" link at the very top of your web page. Your affiliates may have done a great job of preselling and their people just want to come to your site and buy. Don't risk losing them by making them hunt, or scroll to the bottom of your page to find the "buy now" link.

Google's "Machine Crisis" Purges Index

Google's purging again. Some people lost all page saturation except their home page. Some think Google's broken. Others think it's due to high video bandwidth. But here's what all the stink is about...

Recently Google had a problem and wanted to clean up, or purge the index. Only trouble is... every time they do that, it causes massive changes in the SERPs.

The recent drop in page saturation has given my mininets a big boost. Not only that, right now I have a brand new 10 page site competing with giants in the 200 - 300 page range.

The site was created at the end of March this year. I announced the site into several of the Article Underground blogs. The site got spidered almost immediately.

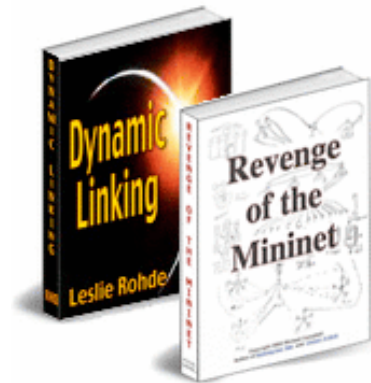
On April 20th the site appeared on Google in 18th place. Not good enough... so I skimmed over the last few issues of Jerry West's SEO Revolution newsletter looking for tips.

I followed Jerry's advice and changed the title on the site to the exact keyword phrase I wanted. I kept the title short under seven words. The first word in the title is "The" followed by keyword1 keyword2 keyword3.

In addition to the title, I put the exact same keyword phrase in H2 tags at the top of the page and in the first sentence of text on the page. The next tip was, instead of making traditional navigation, make a bulleted list of links instead.

[Want More of Jerry's SEO Advice?](http://www.cdzn.com/jwr) ==> <http://www.cdzn.com/jwr>

Then following the linking strategy in Revenge of the Mininet, I made all the links nofollow, except the one going to the sitemap page. The sitemap links to all the internal pages. Links leaving the internal pages are all nofollow, except the one leading back to the home page, to create an internal PR feedback loop.



So I didn't even have a chance to link this site into a mininet, before it took off and started competing with the big boys. As of May 6th this little 10 page site was bouncing around from #9 to as high as #2 spot in Google's SERPs, for the exact keyword phrase that I wanted.

Moral of the story... For every loser in the SERPs there are winners. For every site that lost positioning in the recent algo change / purge, others have come up the ranks to take their place. Do mininets still work? Yes, of course they do.

[Discover How Mininets Work](http://www.cdzn.com/rev) ==> <http://www.cdzn.com/rev>

And so can a single 10 page site when you create it, optimize it, and link to it in the right manner. Now if you'll excuse me... I'm off to copy my new "formula" using different subject matter and make a few more "winning" affiliate revenue sites.

So let me ask you... what are you doing after work today? Are you going to watch TV or work towards quitting the day job and gaining your freedom? One road is dull and predictable, the other is full of fun and adventure. Which path will you choose?

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Please remember to take the survey and tell me what you want!

[Click for the IMS Survey](http://www.cdzn.com/survey) ==> <http://www.cdzn.com/survey>

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That's it for this issue my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

Michael Campbell

CEO Dynamic Media Corporation
Providing successful marketing strategies since 1988

Author of....

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[Internet Marketing Secrets](http://www.cdzn.com/yes) ==> <http://www.cdzn.com/yes>

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