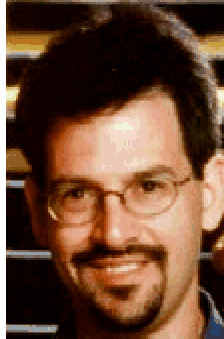


Tele-seminar On Google AdSense



Joel Comm

Interviewed by



Willie Crawford

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Willie: Joel is an internet entrepreneur who has been online for twenty years, wow. I have only been online since '96, myself.

Joel: 300-baud modems.

Willie: Wow, see back in '95 he launched <http://worldvillage.com/>. A family funnel portal to the web, which enjoys thousands of visitors each day. He is one-half of the brain trust behind ClassicGames.com, which was acquired by Yahoo in 1997 and now goes by the name of Yahoo Games. I am sure that everybody would love to build a site up to where it attracts enough potential that Yahoo would want to buy it from us.

Joel: I would like to do another one.

Willie: Yeah that would be pretty good. Since then Joel's company, Info Media, Inc. has launched over a dozen websites including popular bargain hunter, bargain-hunter, bargain-hunting, and the DealOfTheDay.com, which is people can get coupons from there and stuff like that.

Joel: That is right, yes.

Willie: <http://safetysurf.com/> which lets parents exert some control over what their kids can surf across over the internet, so it is a good product and Family First.

As an AdSense expert, again, he has authored the book, What Google Never Told You About Making Money With AdSense (<http://williecrawford.com/adsense.html>). Basically, he was doing extremely well with it and his friends sort of... I understand urged you to write a book on the topic, which you did.

Joel: Right.

Willie: As far as I am concerned... my name is Willie, and my unique talent is - I am fairly good at recognizing who is the real deal on the internet you know. I came on line in '96. I read everything, I subscribed to newsletters and all that type of thing.

I got very good at realizing who was a “wanna be” or a pretend and who was the real deal. I started learning from the experts and I started actually imitating them and doing what they were teaching, and low and behold it worked, you know.

I am doing well enough now that I mentioned earlier, before the call started that I am actually speaking in London in two weeks. I am speaking in New York and Miami at seminars, so I do fairly well. It is all stuff that I learned from other people that came before me, who had already done a lot of testing and tweaking.

So tonight I hope to squeeze out of Joel a few of his secrets for doing well with Google AdSense.

Joel: The squeeze is on.

Willie: The squeeze is on. I also want to encourage you guys to go ahead and check out Joel’s book at anytime, so I want to give you a URL to jot down which is my domain of <http://williecrawford.com/adsense.html> and it is in lower case. That will take you over to Joel’s site.

If you have not already purchased Joel’s book and you want to get a copy of it, if you get it in the next 24 hours I am going to throw in a bonus. And that bonus is a checklist I use when I am constructing sites that are optimized for AdSense and for just for maximizing revenue.

I spent 20 years in the military as an aircrew member and so I do everything by checklist. You know that is how pilots keep from landing with the gear up, they follow the checklist step by step and so I have got this checklist that I have developed. Do this, do that, do that, and you don’t miss anything and when you find something that doesn’t work, like the way you want it - you change it slightly. And so I am offering that to anybody who signs up in the next 12 hours or buys a copy of Joel’s book in the next 12 hours.

I am also throwing in a second bonus, which is that if you have a Google AdSense site that you would like me to take a look at, I will even give you my constructive feedback on that site and this will be one-on-one via email.

So in order to take advantage of that, you need to send an email to me. My email address is willie.crawford@gmail.com and make the subject of your email, AdSense critique. If you are like... one of the first 30 people, I will be happy to actually take a look at your AdSense page and say here is how you can make them do better just based on what I have learned over the past couple of months. With that, let's go ahead and start grilling Joel.

A lot of people are not that familiar with AdSense. I think more are actually familiar with Adwords. Can you maybe share with them a definition of AdSense?

Joel: Well AdSense is the other side of the Adwords coin. In order to have people make money off of Ads, somebody has got to be paying to display those ads. What Google has done is they have allowed any site owner to apply for AdSense. Which once accepted and most people are as long as you don't have a porn site or selling tobacco or illegal substances of some kind, most decent sites get approved.

Once you are approved you take a snippet of code and you put that code on your webpage and then the Google AdSense bot is very smart. What it does is it looks at your webpage and it determines what the content of that page is and then AdSense will deliver ads that are relevant to the content of your webpage.

Any time a visitor comes and clicks on one of those ads on your site Google then shares a percentage of that click revenue with you. They are not telling us exactly how much they are sharing, but we guess it is somewhere in the neighborhood of 45 to 50%.

I am looking forward to the day when they come out and tell us exactly what our share is, but as for now unless you are delivering 20 million impressions a month which would make you Premium AdSense, you are in the dark on that.

It is great because those clicks whether they are three cents for a click or five dollars for a click or more, they add up. What I am finding is that a lot of people are taking AdSense code as it is given to them on the AdSense site and they are slapping it up on their site and then they are checking their stats and they are all excited about what they are going to see. Then they see what I saw when I started, which is virtually nothing.

In fact when I started with AdSense in 2003 the month that it came out, I went in and I grabbed my code and put it up on the site and watched for a few days as my impressions were being delivered and the clicks were just not coming in. We are talking a meager dollar or two a day. So I let AdSense hang there, and I moved on to other things, I just figured well this is not going to make me any money.

Willie, it wasn't until a year, almost a year later that I heard some people were making real money with AdSense and I revisited it again. I started playing with my AdSense code. I started trying different size banners that they had available, the ad block sizes cause they range everywhere from a traditional ad banner which is 468 by 60, to various skyscrapers that go on the side of your page to the large rectangles and leader boards.

I tried all the different ones, I tried the color setting that they had in the AdSense standard settings, I tried different placement on the site and I found out that by making some changes to each of these areas, the ad block, the ad colors, the placement on the page I was able to increase my click through rate by a factor of 5 times. When I saw my revenue start increasing I started adding it to more pages, did more testing.

What essentially happened, is I saw my revenue go from about \$30.00 to over \$500.00 a day. It was mind blowing.

Willie: That is impressive. The first time I saw clicks earning me over \$5.00 each and I know that a lot of people look for those high click or high value keywords which you probably really shouldn't focus so much on. It is mind blowing to see that someone visited one of your web pages and clicked on it and you made five bucks you know or whatever. That is awesome.

Joel: It is great, when I started seeing how much money that I was making, I sent a instant message to a few of my friends and I said I looked at their page and I said you guys are doing AdSense wrong, you need to go and do this. I told them some of my tips and they went and did it. They said yeah we will get around to it, but they went and did it.

The next day I am getting messages back from them because AdSense reporting comes in on about every two hours it updates. So you can see

the results of your changes fairly quickly. That next day they IM'd and said dude you are not going to believe this. I said oh yeah I believe it you ought to see my numbers.

It transformed my business model and the business models of so many others who have followed these tips since because most people just aren't doing AdSense properly. There is a right way to do it and there is definitely a wrong way to do it.

Willie: I read your book and I tested everything. I mean I believe in testing. I believe that if you are not testing you are just throwing your money away, you know. I tested everything from the color of the borders around boxes too whatever and it was incredible just you know just overnight some of the difference I made. I had pages that were making me you know like less than a dollar that went to like 20 bucks.

You know these were high traffic pages on my site because I sift through my logs and I look at what pages my visitors are hitting and those are the pages that I focus on first. I just applied the stuff that you taught in your book and it blew me away, you know. I do encourage everybody to check out your book and to just test you know. Just test the stuff that you teach. You never know what is going to work best for you until you do test it, you know. Go ahead.

Joel: People you know they see the claims and they are so use to so many claims online. You can make incredible amounts of money and I was not really a marketer. I am an entrepreneur, I am a site developer. I can't code my way out of a paper bag. I can't design a site to save my life.

You know I come up with the ideas for the sites. It was only at the encouragement of these friends who I shared my tips with that this ebook even happened.

You know in ten years of being on the internet this is the first time I have ever written an ebook. I wasn't even thinking of that. They said dude you have got to get this information out there - this is extremely valuable to people.

So you know even on my web page when people go to see the site that you are sending them through to see my site, you know it is not a lot of

hype. It is all true story, in fact so true, that I put my AdSense report on their from January 2005 and it shows.

I had to block out the impressions, clicks, click through rate and CPM because Google does not allow you to share that. But they did allow me to share my total revenue. I made \$17,000.00 in January well I haven't posted my May or my April or May yet.

I just got my direct deposit for April and nobody has heard this before, this is the first time that I am telling anybody not even the people on my newsletter on this. I pulled in almost \$26,000.00 with AdSense in April.

Willie: I am jumping around a little from what I indicated to you that I was going to ask earlier, but I understand that once your reach a certain dollar level that Google doesn't ...you know just mail you a check anymore they actually send it to you by FedEx or whatever.

Joel: Well you know they did. They just changed that.

Willie: Oh, did they.

Joel: They just changed that in March and I have not had a chance to update that on my site yet. They had initially what they called the FedEx club, it was very, very hush, hush, nobody really... Google did not publicize it but when you made over \$10,000.00 then you would not receive your check via United States Postal Service.

You would receive a special delivery that would come over night from Google. Then they switched to using UPS and then they switched to DHL and I received both from both UPS and DHL. But now they are wanting to do direct deposit and if you elect to get your check via special delivery they want to charge you \$25.00.

So I said just slap the money into my account, it will get their faster and it did April's payment got their in record time and it looked just as good as the check did so.

Willie: All the people that have not reached that level won't get to take a picture with their FedEx guy delivering a check there.

Joel: I got a photo I must say holding that UPS envelope. I was real thrilled getting that.

Willie: UH UH. Let me ask another question though, you mentioned earlier that almost anybody can just put the Google AdSense code on their site. Are there certain sites that might get rejected?

Joel: Yeah, I think so, I think those that are adult oriented, AdSense doesn't... Google doesn't allow into the program.

Sites with warez, sites that are doing illegal MP3's, that type of thing, hate sites, any type of extreme content will usually get rejected and sites that have absolutely awful design.

They don't want to be identified with that. But there are very few sites that I know of personally that they have come to me and said that Google did not accept me. For the most part anybody with a descent site can get accepted into the program.

Willie: Ok, why do you think that AdSense is so effective at monetizing small to medium size websites?

Joel: Well you know Google is just they are so on top of everything. The code that they have produced to develop such contextually relevant ads is a win, win, win for all parties involved.

It is win for the advertiser because they are reaching more targeted segment of their market because the people that are browsing that page in all odds are looking for something that is related to them. So when a click comes from them it is not just from a general audience it is from somebody looking for that specific material.

They are only paying when someone clicks. It is a win for the AdSense publisher because it allows me and you to place ads on our site that are relevant to our site therefore by putting ads on our site that is relevant to our content we are not just placing ads, but we are actually adding value to the content.

You know somebody is looking at my site for an internet monitoring program and they are wanting to read a review of the latest program and

they see ads for other internet monitoring programs well then we are giving them more info that they want.

If they are going to leave my site via any link other than my affiliate links or additional links on my site, I would rather them leave and leave a dime in the tip jar on the way out.

Willie: Right.

Joel: And then it's a win for Google because Google is just making money hand over fist. I can't even imagine how much money is going into their coffers. When I see what I make and I know there are sites that are infinitely larger than mine that you know that are easily pulling down thousands of dollars a day. Incredible.

Willie: I have my ear to the ground if you will. I listen to a lot of people who do a lot of things and they keep extremely quiet about, because they do not want to attract attention. There are people that are making small fortunes from AdSense, you know it is just advertisers paying for their traffic.

Joel: Absolutely.

Willie: I know that Google and we should tell our listeners that they need to make sure that they comply with Google's terms of service and all of the other stuff. I know Google tells you that you shouldn't really build a site just to target Google AdSense.

But I will add that I personally put up one to two new sites a week that are content rich because most people that go on the internet are looking for information and then they find information that they are interested in and they get all excited about that because they found what they are looking for, and then they will click on the links to go to other things. So I do build content sites that are optimized for Google AdSense.

One of the people on the call sent in a question asking about - you know... about using other people's content on your site and if Google would somehow smack you for doing that you know and also wanted to know if you did that. If you used other people's content on your site?

Joel: I have since I have been growing sites for ten years I have done the full spectrum. I experiment with other people's content on various sites when it is applicable because sometimes other people's content can add actual value to your site.

For example I have just launched a dating site with reviews of various online dating services and I wanted to put some content on there and I found some articles online written on the topic of online dating. Those add content... value to my existing site.

Now with that said Google is in the business of being a search engine, first and foremost. They want to deliver a product to the end user so all of us here surf the web. When we go looking for a site... you know what do you hate the most, when you pull a site with nothing but links on it.

Willie: Yeah, obviously it was one of those software generated sites that....

Joel: There are several of those, I get people all the time asking me about TrafficEqualizer and ArticleBbot. They are good programs they are very effective at what they do but I know for a fact that Google is very systematically working on algorithms. Even today in Slash Dot there was an article written that would indicate that Google has human beings eyeballing sites.

Willie: I saw that too. I saw that they actually have people in a lot of different countries that their job is to review sites and look for people that are basically decreasing the value of their database.

Joel: What a great job, huh. I think that when Google sees 30 or 40, 000 pages fly out of nowhere a human being is going to eyeball that and they are going to determine whether this is quality content or whether this is just web spam.

Those sites are being systematically removed from the directory because Google is primarily a search engine and they want to deliver the best search results they can to the end user. So remember they do have competition, you know MSN and Yahoo are not small potatoes.

Willie: Right.

Joel: Google wants to remain the king of the roost. So they are not so much concerned that a site out there is not going to be making AdSense revenue. They are concerned about the consumer.

Willie: I mentioned at the beginning of the call that anybody who went over and checked out your book and then bought it and forwarded me the email I would send them my checklist.

I do use software that taps into a data base, you know, tens of thousands of articles but if I am putting up a site on golfing then I want to go out and grab articles written by other people on golfing... but I want them to be relevant and I check things like keyword dense and all of that stuff.

I structure the page such that Google AdSense is on the page in the right places and it is in accordance with your teachings as far as placement and all of those things.

The sites do quiet well but I do use other people's content because if I had to spend all day or weeks creating content on something that I knew very little about, I would not get many sites up. I do have lots of sites that do well but I don't... I give the end user... the visitor surfing the web what they would look for if they weren't looking for that topic, you know.

So again I offered people my checklist of exactly how I structure my sites and if they want to email me, willie.crawford@gmail.com and let me know that you grabbed a copy of Joel's book I will send you my check list for free just again make the topic of your email "AdSense Checklist" or something along that line.

...Something that me or my staff would notice and we will send it to you and I will show you how to not get stuck into creating all your own content but being able to tap into some of that stuff that is out there because there's people who really enjoy writing and there is nothing wrong with using other people's work on your site.

It is just that you can't just scrape databases and just throw up pages because Google and other search engines will look for that eventually and if they see that it is just search engine spam they will eventually going to penalize you know.

Joel: That is right.

Willie: You might get short-term gain but not long term.

Joel: You know Willie I have got a section in the book that discusses places where people can find over 40,000 articles online that are free for them to grab and reprint as long as they keep the authors name in tact and the description that goes along with it.

That is certainly a great way... you can find articles on just about anything to help you in building a site.

I should also mention this book has been available since the last week in January and so many people are telling me that I need to raise the price on it and I have finally biting the bullet on saying this is it, this month is the last month at the \$79.00 price and it is going up to \$97.00 as of July 1st.

So for anybody that you know want to go ahead and get in under the radar we are kind of in the last month of this price and I also... whenever somebody does get the book, I put them on my mailing list so that they receive my updates, which I send to my readers pretty much on a weekly basis. It is a little sporadic depending on if we have a holiday or something but I usually shoot them the latest news each week.

Willie: Or they can go over to <http://williecrawford.com/adsense.html> and they can check out the book, even during the course of the call.

Let me ask you though why do you think most AdSense entrepreneurs if you will, fail to fully realize the money making potential of their websites. I mean they don't extract the money that they could from their sites.

Joel: Well I think one of the biggest mistakes that people make is the same mistake that I was guilty of you know I am raising my hand over here because I did it. They log into their AdSense account and they go and they grab the standard code.

In fact let me go ahead and tell you the biggest mistake that most people make. The first bit of code, when you think of advertising, Willie, what ad size is the first thing to pop into your mind.

Willie: It is just the standard ad that I use to see in the back of newspapers or magazines I suppose.

Joel: Well now think about the internet.

Willie: Oh, ok.

Joel: What do you think about when you see an ad?

Willie: I am thinking banners.

Joel: Banners, 468 by 60. They are just absolutely everywhere. I remember when Wired.com back in 1994 sold the first advertising banner it was something for Zima or something like that. They were revolutionary at the time.

This little graphic and they could animate it and it was up there and you could click and it would take you to the advertisers site. But now they are absolutely everywhere so much so that when you see them on a site you really don't even see them.

Willie: You block them out subconsciously.

Joel: You know how many monkeys are you going to shoot with a coconut, you know and how many free offers can you stand to see. People pretty much know what to expect the way when you are driving down the highway you know what a billboard is like and you might choose to look at but you know that it is going to be an ad.

When people are on the internet and searching for information they are not looking for ads they are looking for that information that content so the biggest mistake that people make is grabbing that 468 by 60. They figure they are putting advertising on my site so what does advertising look like. Well it looks like these banners.

In a Google ad format it is two ads side by side horizontally. Well these banners traditionally have the absolute lowest click through rate of any of the ad block sizes and Google offers plenty ad blocks sizes to choose from.

So this is the numeral uno mistake and you know I would for the most part avoid 468 by 60's like the plague. I still test them in a couple of areas, but they are sites that do not get a lot of traffic or not much click action going there anyway so it is a good testing grounds. I don't recommend them at all.

Willie: The biggest thing that I learned from your book was how to make that ad not seem like an ad. How to make it blend in with the page and be in the right place and be in a place that people would naturally want to click on it because it felt like a part of the page. I mean that was an awesome lesson and as soon as I started doing that you know, well you made me a lot of money let me put it that way.

Joel: Glad to have helped I get a lot of comments like that. You know people write me all the time telling me I did not know this some of it seems so basic and some of it was advance tips they had never known before.

But here you know what you said really kind of nails it down. One of the mistakes that people make in placing ads is in treating them like ads. It has nothing to do with the content.

So one of the big secrets to succeeding with AdSense is to making your ads appear as though as they are content on the site and finding out how to do that and the steps to take to make that work right is what the book is all about.

Willie: Right, right. It is amazing what you can do with just a few changes because people like buying things - they do. But when you go to a store and you walk in and the sales person says ask can I help you, if in the back of your mind you are thinking they are going to try to sell me something that I don't want.

You turn off, you don't want to be sold something you want to buy something. So people have to feel like when they are surfing your site that they made the decision to buy because it was what they wanted not that you were pushing something in their face. That is what you so masterfully teach in your book.

Joel: Well, and that is right, and how does the consumer then end up feeling about that particular site. They feel that they got a solution that they were looking for there and they are more likely to come back.

Willie: Yeah, you buy something that you like and that you were looking for - you are happy.

Joel: Exactly rather than filling the screen up with a bunch of animated banners and ads that are totally irrelevant. You know... you are the one millionth visitor to the site which of course everybody is that comes to the site they are just so sick of that and they are a bit jaded.

So giving them good content and ads that meet their needs. It is really a bonus for everybody. It is going really well with Google but I got to tell you the competition is on the way.

Yahoo, of course bought Overture, which is another very popular pay per click site, and it is not going to be long before we start to see YahooSense, whatever they are going to call that... come on the scene and bring an alternative to people who just feel like that AdSense is all there is.

Willie: Yeah, now you mentioned that you thought that one time that you were leaving money on the table when you first started with AdSense. Now that you are no longer leaving money on the table... you know how has your life changed, I mean now that you are ranking in all of this money you know.

Joel: Oh, it is great, you know. I am debt free which is a real blessing. You know for me what I do online is just what I do, it is not who I am. It is a means to an end. But the freedom to be able to go to take my family on a vacation if we want to go somewhere - you know take off for a weekend, you know get a car if I want to get a car which I did recently. I am still very frugal with my money. I went and bought a Ford Taurus, you know. I really like it I could have bought a Mercedes, I bought a Taurus because it is a car you know.

Willie: I owned a Taurus.

Joel: You know I have been without money and I have been with and you know money is certainly not the only thing, but I can say with assurance that I had rather have it than not have it.

Willie: I agree completely because there were times when I, you know, struggled and did not have money too. Now that I am making a little, I realize that I want more free time to enjoy the things that I want to do. I want to be able to go out fishing, to play with my granddaughter. I have my first granddaughter now...

Joel: Congratulations.

Willie: Followed by lifestyle it is about doing the things you want to do and when I look at AdSense the beauty of it is that I can put up a site, plug in some code that fits into the site and actually not have to work, not have to fill orders and deal with customer service issues and stuff and I get paid from other people paying to buy my traffic basically.

Joel: That is right. I look at AdSense as though I am driving a taxicab, only I don't have to actually drive it. It is constantly out there picking up passengers and dropping them off and the meter is always running, 24 7, it never stops.

You know a nickel here might not sound like a lot but when you get a nickel and then another nickel dropping in and a dime and a quarter, boy it really starts adding up quickly.

Willie: Especially if you are not having to actually do a lot of work for it. You just get the site to where you are happy with it and then you maybe... you keep tweaking it a little.

But then you can just leave it alone and go off and do other things. I think that is unbeatable. I mentioned earlier that I was thinking of focusing more on AdSense, the only reason that I do not focus completely on AdSense is because I don't believe in putting all of my eggs in one basket. You know AdSense could change tomorrow you know.

Like I said I put up one to two sites a week that are focused on generating AdSense revenue.

Joel: That is great because you are not putting all of your eggs in one basket. You know one of the questions that I get frequently from people is what kind of sites should I build. You know a lot of people on this call right now are veterans online and there is others who they are just getting started and they want to know you know how do I build a site and how do I start.

I want to say this, you can consider this the pep talk portion of the call because I want people to understand that although the internet is huge and there are billions of pages out there, it is still just in its infancy.

We are still at the beginning of the internet revolution. Just because there has already been a boom and a bust, and it is already booming again doesn't mean that anybody has missed the boat.

What the internet is looking for and what Google is looking for and what your customers out there are looking for is quality content. So what I tell people to do is take a two prong approach to building sites.

The first one is if you can find a way to make a quick hit. You know build using other people's articles, build sites fast, take some risk and do some experimentation with high paying keywords, which my book also talks about. That is a good way to get the revenue stream going.

The second prong is to figure out whatever your passion is, whatever it is that you are knowledgeable about. Whatever it is that you are excited about. Build a site that you are going to want to have for the long term.

That five years from now that you are going to be glad that you have been working your tail off building content for their site and that you are going to be proud of it. Because what you are doing is you are staking out your claim - your piece of the internet pie. As long as what you are doing is quality I think that a lot of us have a really good chance of succeeding.

You know when we were kids you know what was a internet. Well now all of the kids know what it is and they are going to be growing up with it and using it for the rest of their lives as will future generations.

So now is the time, you know the land run is not over, stake out that claim and work toward building something for the long term because it will pay off in annuity for years to come.

Willie: I like that because you know you stake out your claim on the internet now and a few years from now you will be the old timer you will be the expert in that little corner that you carved off for yourself.

Joel: That is right.

Willie: Very powerful. Now you talked about or I think I read somewhere that in December you made over 18 grand from AdSense. Is this typical you know?

Joel: For me it is.

Laughter

Willie: For you it is. Now you mention.....

Joel: It is now but you know I know of some sites that are making more than I am. I know of others that are making less. You know people ask me well how much traffic do you need to have.

There is not a definitive answer to that. It has less to do with how much traffic you have and more to do with how well you optimize your AdSense and what kind of keywords trigger ads on your site.

For example, I know a guy that gets probably 20% of the traffic I get and he is making the same amount that I am because the content on his site that he has built up is centered around high paying keywords and so where a click on my game site for example might be worth a nickel in my pocket a click on his site is worth \$5.00 or something. You know it is outrageous how much more he is making per click.

It also is very dependent on how many clicks you get per your impressions, in other words what your click through rate is. We are not actually allowed to discuss actual click through rates according to Google's terms of service.

Willie: Right.

Joel: But I can say that when I started with AdSense my click through rate was under a percent. When I made the changes that I made I increased I think at some point my click through rate was up something like 800% from where it was it was just outrageous.

But I have got many sites and some of them have click through rate that is much greater than others, it depends on your site, it depends on your keywords, it depends on your optimization.

Willie: Right, are there sites or topics you know that just wouldn't work with AdSense in your opinion?

Joel: Boy, I think you would be hard pressed to find them. You know as far as when you say wouldn't work, there are some that are extremely low paying.

Willie: Yeah.

Joel: I give you the example of my game site. Well there is a lot of free game sites out there and the people are advertising for game sites very cheaply because they don't get paid to have those sites. They just offer them for free.

So it is a very inexpensive keyword and so those clicks don't make a lot. You know unless you are just crazy about being a game developer, I don't recommend AdSense as the primary revenue model for that type of site.

Willie: Ok... I wrote a cookbook and I have a cooking site that you know there is a million free recipes on the internet and yet I make money off of Google AdSense revenue from my cooking sites even though people are searching free recipes other people are paying for traffic from my site and because I have the traffic I sell my product primary but AdSense is integrated and it does make... it more than pays for all of my sites really that one site more than pays for all of my sites and so....

Joel: That is great, you know I do have some people who actually sell product on a retail site ask me if AdSense would be appropriate for them. In their case it is yes and it is no. It needs to be tested. In fact everything with AdSense needs to be tested.

I have some sites where they have decided to try AdSense on their retail site and it is actually turned out that they are making more profit from the people leaving their site and not buying their product than they would if they were selling the product and having to deal with the overhead and those expenses. So in some cases not making a sale is a great reason for somebody to click and go to the competition.

In fact one of my deals site if they want to buy through me then my competition is advertising there and I am happy to take the money from my competition.

Willie: My friend Jonathan Mizel taught me that, he said you know all of your competitors are attracting traffic and that traffic is leaving so why not send it to somebody that is going to pay you for it. He said that even if it is your competitor you are sending it too, monetize that somehow. So I have no problem with that.. using AdSense on most of my sale sites.

What I don't do is I don't put it on my sales page that my affiliates send traffic too because that is not fair to them.

Joel: Right.

Willie: But I use it on almost every other page on a lot of my sites. Is there is anything that you would care to share that was surprising though when you first began testing these hundreds of various ads and configurations and different styles of boxes and all of that stuff. You know anything that really surprised you.

Joel: Yeah how much money I was making. It really blew me away. You know I heard that people were doing well but I just did not believe that I could do that well and you know the test and the changes proved out that wow this could happen to me. Well if this could happen to me well it could happen to others because you know I am a nobody, I am just like the rest of everybody else out there.

I have succeeded in this particular area but everybody else has what it takes to succeed in this area. It just takes the investment first of all and you know the time and energy it takes to work the program. You know you have to get to be invested in your site.

Willie: I will throw out that one of my readers emailed and said that he has no traffic to his site and he is saying that you do have traffic to your site so he is saying that is one of the requirements that you do need in order to make money off of the AdSense. I will agree that that is true but that is where is putting up content that attracts the search engines starts bringing that traffic in and

Joel: Absolutely and there is lots of different methods which I am regularly emailing to my list about telling them you know... I find myself getting more into search engine optimization because it kind of goes hand and hand with the whole AdSense play.

I am finding lots of tools out there and ideas for helping people grow traffic through reciprocal linking, for example, which I have started doing more and more. You know here is another way that I have been leaving money on the table, I get people that want to cross-link with me all the time and I cannot tell you how many links I have turned down.

Somebody turned to me at a conference just a couple of months ago said you are stupid. I said gee thanks. So you say that in love, what do you mean. He said every inbound link is an opportunity and you can create a simple links page going back to these people and it doesn't cost you anything.

You know you are turning down hundred or thousands of links coming in. Well I don't turn them down anymore. I have got a reciprocal links page now and I am working it. I can tell from the search engines that the numbers of pages that are indexed are increasing because of that.

Willie: And I do the same thing. I am picky in that you know somebody has a page ranked zero, page they want to link from me, I am less likely to do that than link from a four or five. But it is just because I am inundated with request for link exchanges. I imagine that you are automating a lot of that so that they can link automatically themselves to an extent.

Joel: Right and so part of what I have started discussing in my book is tools that people can use to, free ones and those that take a monetary investment, not that I am selling personally but just what I have found out there that works.

Willie: Right because...

Joel: Again you have got to work the program, you can't just put up a website. You know it is like if you were go out to the desert and just hang a shingle and say you know we are open for business, well that is great that you are open for business and you might have great product and a beautiful store but if nobody is coming by then you know you are not going to do very well.

So it all about finding your place in the internet city so to speak where there is lots of traffic and you know you become part of that whole working economy.

Willie: Right, right, absolutely. On my notes here I have that I am suppose to tell people that they should go over and check out your book before the call is over if they can... and in order to do that they need to go to <http://williecrawford.com/adsense.html> and check out his book because Joel expounds a lot and goes into a lot more detail on exactly how to integrate AdSense into your site and make a lot of money.

You know we hear all of these people talk about how they are doing this and how they are making lots of money from AdSense and yet a lot of us can't really figure it out.

But as soon as I read Joel's book I tell you I had sites where in two or three hours I was quadrupling my money... my revenue and it was from just fairly simple changes. Changes that I would have never thought of making. Anyway go to <http://williecrawford.com/adsense.html> and if you do grab the book in the next twelve hours or so email me your receipt at willie.crawford@gmail.com and I have got two bonuses for you.

One is my checklist of exactly what I think and what I go through as I optimize my sites for AdSense and the other one is that I will review one of your sites, I will actually take the time out to look at one of your sites that is running AdSense on it and make suggestions as to how you might improve it.

Because I have seen so many sites over the last couple of years that don't work and so many over the last couple of months that I know exactly what

they are doing wrong as far as the AdSense placement and how it is integrated to the page.

So maybe I will spot something that jumps out at me that because I have actually... another thing I did was that I read Joel's book. Joel links to some articles and some sites of other people and he shows you how they are doing things.

I actually went over and studied each and every one of those sites because you know it does no good to read the book unless you are going to do what he teaches you. So I went over and looked at how certain sites integrated AdSense and how it really did feel natural to want to click on a link on that page because of where it was at and how it was integrated so....

Joel: It is so simple, it is not rocket science. You know I have had people that have told me you know, I have known some of this stuff but your book really gave me a kick in the can to go and make some of these changes. I am glad that I did you know. It is really... it is basic as far as the effort that it takes to make these changes.

Willie: But if you don't do it you are not going to experience a change in your results, you are still going to just make pennies from your AdSense when you could be making you know thousands of dollars.

I am actually one of those people that was taught you know one... of my mentors taught me you don't need to make a home run with every website... with every project you do.

And he taught me that you know it is just as good to have a hundred sites making you \$20.00 a day as it is to have one making the same amount of money. Actually it is better because with the hundred sites if something changes in the market place you know you are insulated and so again I am one of those people that puts up a lot of content sites but I am integrating what Joel teaches in his book...

Joel: I have got something on the site, Willie, that people are going to find interesting when they go to the page and scroll down there is a... I put a little AdSense income calculator up it allows people to put in how many impressions they are delivering and what their average click through rate is. This is for people who already are using AdSense.

Willie: Ok.

Joel: And then it can show them if they double, triple or quadruple their income how much money they are actually leaving on the table. That is what freaked me out the most is from June 2003 to April 2004, before I made these changes the thousands of dollars that I have left on the table. We are talking tens of thousands of dollars. It should have been in my pocket.

Willie: You want to kick yourself when you see... when you discover something that works beautifully like AdSense has worked for you and then you ask yourself what if I had done this a year ago.

Joel: Right.

Willie: You know you want to kick yourself but you know you can't change it. But the people on the call can implement these things now and they do work you know.

Joel: In fact I guarantee it, Willie, I have got a 100% guarantee on this thing. I tell people right up front put these things to the test and you know if you find that this doesn't work for you, you just drop me an email and I will give you your money back. I have to do very few refunds I will tell you because most people end up being very successful and just thanking me for this information.

Willie: Let me ask you can you share with us maybe some success stories or whatever that your training programs produced.

Joel: I am getting emails regularly. In fact I have got a whole list of testimonials, there is so many now that I have stopped updating them. But some pretty high profile names a lot of people know who Chris Perillo is with LockerGnome.com.

Willie: Right.

Joel: He is one of the ones that I showed my tips too and on several of his sites he has put them into practice. He is just making incredible amounts of money.

The [Internet Tour Bus](#), Bob Rankin, has been around for as long as I have online, probably longer and he sends a newsletter out to over a 100,000 people twice weekly and he has put the tips to the test. He has also just come out smelling like a rose. You know all of these people were leaving money on the table as well.

You know I do kick myself for the year that I missed but I also realize that I have really been enjoying it for a little over a year now so you know it is not all bad.

Willie: Yeah, yeah, that is great that is really great. You know if you had to do it all over again, I guess I will ask you what would you change about the way that you started with AdSense.

Joel: Oh, I would have jumped in from the beginning and done testing. You know of course there were no materials because there were no success stories at the beginning. It was new for everybody.

You know I could have been a bit more visionary in seeing what was coming. I knew that contextual advertising was the wave of the future but I just didn't see it happening so soon and because Google is already critical mass, they are so huge. It did not take long for them to ramp things up and start producing a whole lot of revenue for people.

Willie: You mentioned contextual advertising which is the way Google works. I guess their system reads the actual words on the page and based on the relationship with those words determine what the page is actually about. Because you can have a word that has many different meanings too.

Joel: Right, and there is tricks to that, a lot of people ask me how do I... I am not giving the keywords, you know to trigger, that I want on my page, what am I doing wrong. You know we can go on and on about this, there is so much on this topic.

But I will say this you want to make sure that your meta tags are keyword rich. You want to make sure that your title tag on your page is very keywords specific, now you don't want a directory spam where you just

repeat you know if you are selling candy you don't want your title page to say candy, buy candy, have candy, eat candy, candy, candy, candy.

You know that is overloading it and that will eventually get you booted out. But you don't want to load your title tag down with a bunch of useless text either. If you need to keep it short and sweet which would be appropriate for candy... pun intended.

Willie: Yeah.

Joel: Sorry, then you could do that. The next thing is you want to have a H1 tag, which is the largest header font. Somewhere towards the top of your content that is keyword rich.

So again if it is candy that you are selling, you know chocolates or whatever you want to make sure that that is in a bold tag and then throughout the content of your page you want to make sure that you have got keywords that you know just kind of littered with the words that would be relevant to your topic.

If you are not pulling contextual relevant AdSense with all of those steps then you are probably in a area that there is just not a lot of people advertising for. People will also get PSA's if their pages do not have a lot of appropriate context relevant keywords on them.

Willie: That is Public Service Advertisements.

Joel: Yeah, if you are seeing Public Service Advertisements there is two things that you want to do, change your page and make it more relevant that H1 tag and those title tags are killers, real important.

The other is don't let them show PSA's on your page. You can go into your AdSense account and there is a place where you can replace anytime a PSA would show with your own advertisement.

So what I and many others have done I have developed a AD block for all of the different sizes that match the Google Ads. I have even duplicated the format so that I have got Joel Sense basically is what you see on my pages that if a PSA is showing instead of showing the Google PSA you will see ads for my own sites.

Willie: I visited a number of websites where they were showing a lot of Public Service Advertisements, does that indicate that they are doing it wrong?

Joel: It could be, it could mean that they are doing it wrong and at the very least they are doing it wrong by themselves by displaying the Public Service Announcements unless that is what they want to do.

Willie: Right.

Joel: Because that is valuable space that they could be using to cross promote some of their other sites or even to sell some advertising for other sites.

Willie: Right, that they are wasting valuable real estate.

Joel: Um Um.

Willie: I have gone over most of the questions that were emailed in to me. We did get some that were fairly basic or that were duplicates of other questions so I did not really want to read those. You want to maybe open the call up at this time....

Joel: Sure we can take a few questions.

Willie: I do want to tell people again that you can go to the web page <http://williecrawford.com/adsense.html> and check out Joel's book and grab a copy of it. I am going to go ahead and open the lines up then.

What I ask you to do is, because we do have quiet a few people, I ask you to state your first name, or your name, and maybe the city that you are calling from, and then make your question fairly brief... you know and try not to step on each other. I am going to un-mute the line.

I ask that until you are ready to ask your question that you leave your line muted and then when you hit *6 to unmute your line you can come on.

We will take the first question.

Joel: Jump right in.

Jim: Hello can you hear me?

Willie: Yes, we can.

Jim: Hi, my name is Jim and I am calling from Landers and I am just getting started and the first thing that I put up was a blog, and I was wondering if a blog can be used, can AdSense can be used on a blogs.

Willie: Ok, I am going to re-mute the lines because we have got some echo their.

Joel do you want to answer that one on blogs?

Joel: Yeah, they do. Let's go ahead and make sure that everybody else is muted out there so we can get rid of that echo.

Willie: Ok.

Joel: Blogs are a fantastic way to develop content, in fact I will tell everybody that if you don't have a blog whether it is personal you know the stuff that you like to write about or whether it is topical you know one topic that you write about all the time you are missing out on a fantastic opportunity for several reasons.

One - blogs are easy to use. Moveable Type and WordPress are both available for you to install on your own servers and then Blogger, I believe, and several others have ways that you can do that for free in many cases. You can build content so quickly that you can write several times a day if you are inclined too.

The search engines really love the blogs because everytime that you do a blog entry you have a opportunity to ping, which is basically another word of saying notify sites out there that keep a directory of the latest blog entries.

In fact you might want to write this one down a site called pingomatic.com. <http://www.pingomatic.com/> it is basically a clearinghouse for all the large sites that you would ping. So kind of a one ping serves all type thing.

So everytime that you do an entry you are automatically notifying the internet and the search engines that “wooo” I have got new content come look at me. And it gives you an opportunity to load it down with keywords and put AdSense on those pages and you know I keep a personal blog and I am just amazed at the types of things that draw traffic to my site.

It is frequently not the types of things that I would think so. If you are blogging especially if you are writing about hot current events, you know that is what people are searching for. At any given time a certain you know item might come or go, but if you are trying to make money now with AdSense blog about what is hot right now because that is what people are looking for.

Willie: I do that too, I actually listen to the news or watch what people are talking about on the discussion forums and all the sites and I often put up sites on a hot topic, you know.

An example is the US Military recently did a realignment and shut down a bunch of bases and I knew all of the people in those areas where the bases where being shut down were interested, you know. We had been talking about how the economies were changing so I throw up a quick site about the base realignments and I was making money from day two on something like that you know. That is a hot tip.

I will open it up again, Joel, for another question.

Joel: Great.

Willie: We will take another question.

Participant: Ok, I want to ask a question, for people who are brand new to this AdSense, can you give us some elementary information about you know how it what are the mechanics of actually beginning to use AdSense.

Joel: Ok, I am assuming, let me keep you on here for just a minute.

Willie: Hey Joel, I have gone back into the presentation mode.

Joel: I am assuming that she already has a website. Can we open up just a second, I want to see if she is calling from that perspective.

Willie: Do you already have a website?

Participant: I have a brand new website, yes.

Joel: Ok, so she is just getting started in it. As far as pasting code on your pages, it is a very simple thing to do. Once you have got your AdSense account, you go in and you select your block size, you determine your colors, you put in code that you maybe want to replace the PSA's with and they give you a little snippet of code.

Which you then copy and you paste and you put it on your webpage in the area that you are going to want it to display. Mechanically it is a very simple thing to do. The Google AdSense spot then takes care of the rest in determining what the content of your page is. Your code can be the same on every single one of your pages.

Now for taking it a little bit more advanced step at it you might want to set up what they call channels. Google allows you to set up site channels and page channels. This is a way to track different sites to see which are showing AdSense impressions, which are getting clicks, how much each site is generating in revenue. I recommend doing that definitely if you have more than one site. You want to set up those channels so you can see how each site is performing.

You might even want to check to see how different pages are performing. This is really useful especially if you are going to test different size and colors of AdSense on your site one page might be Exhibit A and another page might be Exhibit B. The beauty of this is in just a matter of a couple of days you can get some pretty reliable data to see which is being most successful for you.

Willie: Yeah, there is nothing more frustrating than looking at your statistics and seeing you are making money and not knowing what change is making that money for you.

Joel: That is right. That is right. So Google really empowers you. Now is there is another, there is several tools in the book, such as AdSense

Tracker, that I have installed on my server that gives you even more in-depth control and an inside look under the hood.

It is information that Google doesn't give you on their site, but imagine if you would be able to not only see which of your sites are generating the revenue but to see which ads are pulling in the revenue for you so you would know which keywords are triggering those clicks.

That is incredibly useful data. Being able to have access to that and then manage that properly to build your site going forward is really powerful stuff.

Willie: Ok I am going to open the lines back up, Joel and have another question.

Participant: I have got a basic question, can you hear me Willie.

Willie: Yes I can.

Participant: Ok, can you point me to a site or two of yours or anywhere where we can actually see what an AdSense impression if I am even saying it correctly looks like.

Willie: Joel Go ahead....

Joel: The easiest thing to do is go right to Google. They are the master of it, go to Google and type in any search term and then look along the right side of the page and you will see all those ads that is AdSense only it is just appearing on Google's own site.

If you look out on the internet so many pages that you will go through you will see these text ads that say ads by Google across the top. They are all over the place. You can probably search ten different sites and find AdSense on seven of them.

Participant: Are these different things Adwords, Ads?

Willie: Yes, Adword Ads are where the advertiser's paying, Adwords are where you pay to advertise - AdSense where you get paid for showing other peoples ads on your site. It is just the other side of the coin.

Joel: They are the same ads it is just depending whether you are paying to display or whether you are getting paid to have them clicked on.

Participant: I see.

Willie: Ok.

Participant: Thank you.

Joel: Does that answer your question, good?

Willie: Another question.

Joel: I will take another one.

Participant: Hello, Joel.

Willie: Go ahead.

Participant: The question that I have is about your imaging ??? word format or ties to picture ad, to present to banner ads that you talked about earlier.

I know that you probably don't want to give up all your secrets but I was just wondering if you could either at the very least tell me if you put in the book which is the best ads and the format which journeys the highest or does that vary depending on the type of site.

Joel: Yeah, what the book tells you is....

Willie: We are back into presentation mode.

Joel: Three very critical things to doing AdSense right.

One - I show you which Ad Blocks perform the best for most scenarios.

Number two - I show you how to do colors, and we are talking about you have got a border color, you have got a background ad color, you have got a color for your title, a color for your description, and a color for the URL

displays. There are five different colors that are used with AdSense and I show you the best way to work those colors to integrate with your site.

The third thing is the placement, where to put those ads on your site. That is the cornerstone of what the meat of the book is about is doing those three things properly.

And then the other things that we discussed in there search engine optimization, advanced tools that you can use, lots of examples of sites where you can actually see it being done that makes up the remainder of the book and it's really good to be able to get your hands on it and actually mess with the code yourself and then see how others are doing it and be able to track your results.

Willie: Ok, and Joel we have gone about an hour, do you want to take a couple of more questions?

Joel: Sure that would be fine.

Willie: Ok I will open it back up then.

Participant: I have a question.

Willie: Go ahead please.

Participant: I would like to know if you have a website where you use templates, and a what-you-see-is-what-you-get type of editor and how easy it is to implement your strategy for that type of website.

Willie: So he is asking if you have a site where you started out with a template and then plugged AdSense into it somehow.

Joel: Well yeah there is lots of different ways to manage your content. You know some people still build pages the old fashion way, hand coding them one page at a time. But for instance we talked about blogging earlier and with a blog I use Moveable Type myself. I use Version 2. X, I can't remember which it is but it is a free version that is still available and it is installed on my server. It comes with templates already in it.

You can then take your AdSense code and paste it into a template and save that and now it is automatically in there for every one of your pages everytime you build it. There is other content management systems such as Article Manager, that is a database driven way to manager articles that will allow you to do the same thing.

Most sites that you would use to manage a large number of pages have a template that you can go ahead and plug your AdSense code into so that way it automatically displays on all of them.

Willie: I use Version 2.3 of Moveable Type myself and I like it quiet a bit.

Joel: Good, good.

Willie: Lines are back open.

Participant: Joel, I have a question. Can you hear me ok?

Willie: Yeah, go ahead.

Participant: By the way, I have your book. I bought your book about six or eight weeks ago and wish I had known about it six months ago. Great - anybody who has not got it they should get it.

What has been your experience with working with multiple tables for Google AdSense where it actually displays more than one set of ads on a page. Have you seen your clicks through ratio go down as a result of that or do you play with that at all?

Joel: That is a great question. ..

Willie: We are back on presentation.

Joel: I will answer that for you. Just a few months ago AdSense terms were that you could only display one Ad Block on a page. Now they have changed that where you can display up to three. There are certain instances where it is a good thing to have multiple Ad Blocks. One of the mistakes, people make is on a long page where there is a lot of content just having one Ad Block.

Remember that people are coming to your page for the content first and foremost. So if they don't click on that ad that is somewhere at the top and then they are reading through your content and they get down to the bottom and you are not inviting them to leave via an AdSense click then you are making a mistake.

In cases like that you know you don't want to clutter your whole page with ads but you do want to make it so that at the end of what they are reading you can give them an opportunity to find a way out and leave some change in the tip jar.

The book, in previous editions, as well as my updates, discuss how you would then place multiple ads on your page to derive the most benefit. Remember that Google looks at your HTML document from top to bottom.

The first set of ads because of the way the Adword system works the very top ad is going to be your highest page click. The lowest ad in your Ad Block is going to be the lowest paying of that segment.

If you have got two Ad Blocks, you know you have got one, two, three, and four maybe in your first Ad Block that means that your second Ad Block is going to have Ad five, six, seven and eight.

Whereas that the clicks in your top block are going to be far more valuable than your clicks in your bottom block. The more Ad Blocks that you show on the page, the lower your overall click through is going to be just because at the very most all somebody could do is click on one ad. I hope that that makes sense.

Willie: I will un-mute it to see if... did he answer your question?

Participant: Yes, I have just played with that a little bit and I had noticed that my click through rates going down as a result of having multiple ads on the page and I just wondered what your experience was.

By the way I implemented your tips in that ebook and almost overnight my success rate on AdSense was just going crazy. I could not hardly believe it.

Joel: Well that is what I like to hear. You are going to make it sound like we paid you to be out there, who is this?

Participant: This is Andy Hudson, I am in Myrtle Beach, South Carolina.

Joel: Great, I am thrilled to hear it. You know I get emails and comments like that all of the time and I just hope that people will especially take advantage of Willie's offer tonight and he really... the one bonus with his report is great, but he stunned me when he said he is going to give personnel recommendations. That is unbelievable stuff folks...

Willie: That is my most valuable asset my time and yet I am perfectly happy to take a little time to look at your website and say here is what I think that you are doing wrong because I really do want to see you succeed. You know I am committed and beside I travel so much so there is nothing better to do in long flights than sift through webpages.

Joel: Let's take one more question, Willie, all right.

Willie: All right one more question and we will wrap it up.

Participant: Ok, traffic is obviously a prerequisite for all of this so what would you say is the best to get traffic if you are in a big hurry.

Joel: Did you say what is the best way to get traffic?

Participant: Well yeah because I mean search engines take a while. Google sandbox and Ad Blocks whatever they are calling it, they all take a while and it is hard to get on top of. Are their any alternates.....

Joel: Let's go ahead and mute that out there.

Willie: We are back in presentation mode.

Joel: There are lots of different ways to get traffic to your site. You know if paid advertisement is not your thing, and believe me you can find some really inexpensive paid advertising out there to help you get ranked up in the search engines.

I have got a friend that runs <http://blogads.com/> and you know you can find yourself advertising on blogs really inexpensively. But if the paid is not your way, reciprocal linking is huge.

Contact - making personal contact with other sites that are in your niche and promoting your services to them and doing cross-linking with them is a great way to get additional traffic. It's how I had started out ten years ago, you know I did not have anybody who knew me and I had a site and I started looking for others that I thought would I would add value to their site by them linking to me.

Willie: My favorite method, Joel is writing articles. I mean identify a problem, three main points, flush it out with a few sub points and you have got an article. People will run it on their sites and in their newsletters and you have got free one way links back to your site.

Joel: Yeah not only that, but it is a great idea Willie within the article don't just link to your site but link in the article using keywords that you would like to be identified with to various pages within your site. So with one article you can actually do more than just get one link, but you could actually get ten of them.

Willie: And if you go through some of the submissions services there are sites that automatically include your article in their directory, so you know within hours you have got links pointing back to you at a minimum and that is pretty powerful.

Joel: Yeah, great stuff.

Willie: I do want to go ahead and wrap it up now, Joel, and I do want to encourage everybody to go check out Joel's book, if you don't already have a copy by going to <http://williecrawford.com/adsense.html> and then as soon as you have you know grabbed your copy send me email at willie.crawford@gmail.com let me know that you have purchased the product then I will see to it that you get the bonuses that I promised you on the call.

Which is the checklist that I use in setting up a content site, optimizing it for AdSense and also if you are one of the first 30 I will give you a free one on one review of your site. We will take a look at it, and we will tell you what

we think you might be doing wrong on how you can improve your... incorporating AdSense into it based on just my personal experience. And with that anything that you want to add, Joel?

Joel: No, I appreciate you having me on here talking to these folks and the orders are coming in and I see them raise, people are downloading the book instantly and hopefully they will devour it and implement it and I hope to hear from each one of them. I want to hear the success stories.

Willie: That is right you guys send Joel your success stories.

Joel: That is every part of the day. Thank you Willie and thanks to everybody that is out there listening.

Willie: Thanks to everybody. I will send an email out within a day that the recording is also available so if you did not understand something, or you know, you can listen to it again and also it is just good to reinforce everything that we went over tonight. Thanks again, guys.

Thanks again, Joel.

Joel: Thank you.

Additional Resources

1) The tool that I use to sift through article databases and find appropriate articles is called Content Desk. It finds articles based upon Author, Keyword Phrases, etc. and then allows me to download them to my hard drive, and automatically sort them by keyword density.

You can then have the software output the articles into your unique templates so that the match your site, etc. I incorporate AdSense into many of my templates. This program allows me to generate hundreds - even thousands - of linked pages. You can find this program at <http://williecrawford.com/content-desk.html>

Content Desk only allows 400 charter members at a time. So you can only gain access to all of the tools if they have openings. Click on the “Charter Membership” button in the menu bar and that will tell you if they have any openings. If they are filled up, then you can get on a waiting list.

2) I use automated submission services to submit article which generate one-way links back to my sites. I’ve written over 350 articles in the last several years. Here are the services I use:

<http://ezinetrendz.com/>

<http://submityourarticle.com/>

<http://thephantomwriters.com/>

While I’m sure there’s some overlap in the above services, I use all three. Some weeks I write several articles, so I submit a different one to each. Other weeks, I only write one article and I submit it through all three of the services.

That’s it for the additional resources.