

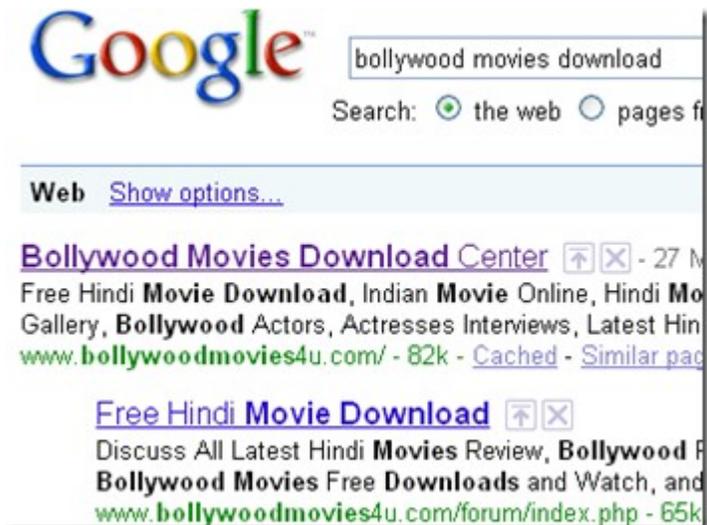
Black Hat AdSense Techniques, This is how 'they' make money

How do 'They' make money from Google AdSense? Well there are a lot of people who genuinely work hard to make money from Google AdSense in a fair way. What they earn is what they really deserve.

This ebook is regarding 'them' who work the other way. They work hard but the other way. They work hard to turn a movie lover visitor to a potential customer for Motor Insurance companies (not really, as the customer turns back after clicking the ad) .

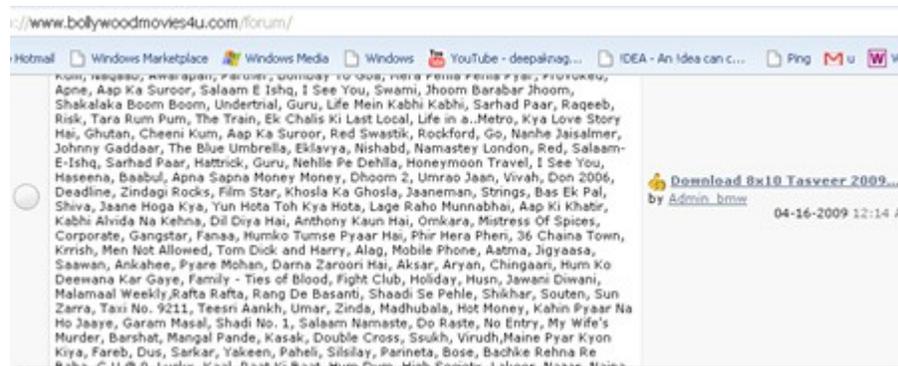
This ebook is a case study of a particular site (group of site in reality) using Black Hat AdSense searning techniques.

So here we start. Check the pic on the right. A Google user searches for a site providing Bollywood movies download. And he don't need to search more as it seems to him that the first result titled 'Bollywood Movies Download Center' would be sufficient for him. He follows the link.





Hey that's the movie I would like to watch, he thinks and so he clicks on the download link.



Hey but that's a forum. Never mind let's check for the link in forum posts. And... hey found that and there are the links. (note from editor: pardon me for my laziness, for I am changing the movie title for I don't want to waste time searching the forum)



Wasn't I trying to download a movie? I am now at a Auto Car Insurance site!! There is yet another link in there.

://www.autoscarinsurance.com/automobile-insurance-news-online-5-1.php

Hotmail Windows Marketplace Windows Media Windows YouTube - deepaknag... IDEA - An Idea

Auto Insurance : Auto Insurance Quotes - Cheap Car Insurance Quotes

A Online Source of Cheap auto insurance Canada, am



Get Your Car Insured Online. Just In 10 Mins

TATA-AIG.minteractioncampaigns.c

Home

About Auto Insurance

Ads by Google

House insurance

8x10 Tasveer 2009: [Link to Proceed](#)

Tougher Car Insurance Rate Rule Sought: Insurers Call Analysis Fla

On my God!! The link led me to a Global Financial site!! Amazing!!! Anyways there's the link.

://www.globalfinancial4u.com/stockexchange-news-online-5-2.php

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Global Financial Markets: Investment Markets Se

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Feedback - Ads by Google

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World markets rise on rescue hopes

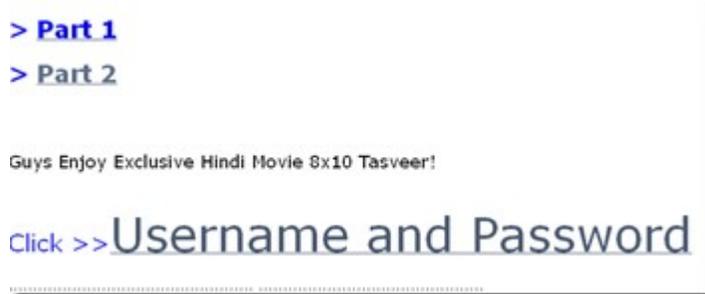
Turn 10,000 Rs to

CATEGORIE

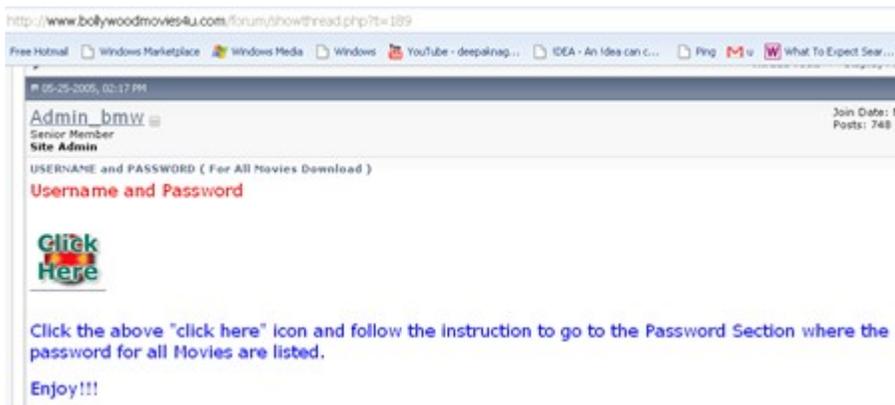
Hey what's that? Clicking on the link shows 'Authentication required'. Did I miss something?



Oh! Yes!! There was a Username & Password link in one of the pages I viewed earlier!!! Never mind Let's get back to the username/ password.



God! another link and this time on an image. "click"



Hey again to Global Financial site! and again a link!!



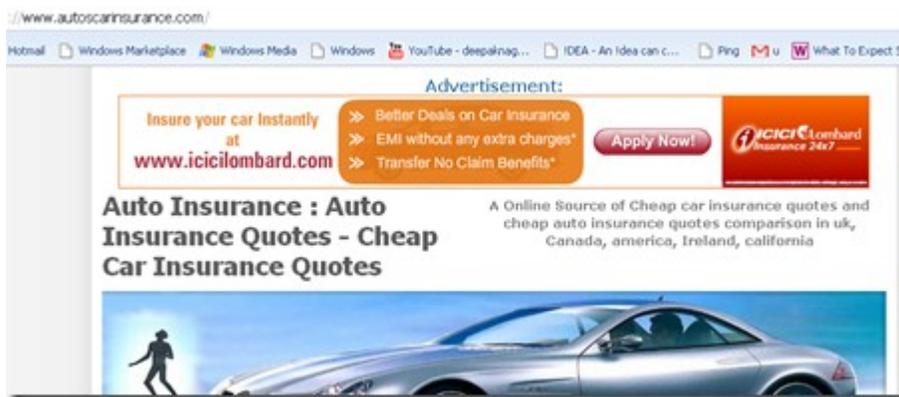
What's this? This page tells that you need to go to two different pages and click on Advertisements there. More work. "Film ke liye saala kuchh bhi karega" (will do anything for the movie).



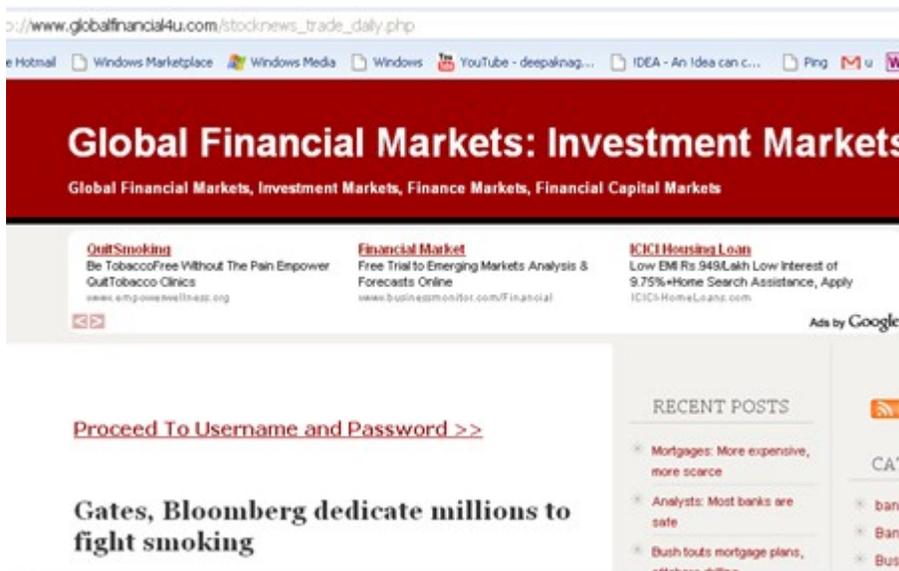
First link opens a page with Autocar insurance advertisement. Though there is no mention that the ad is served by Google AdSense, IT IS. "click" and back.



Now that's getting frustrating. The other site again! Similar advertisement. anyways "click" and back.



Now that the required two clicks have been made let's click the button that leads to user/password. No man! again the site changes and still no info but just a link.



Wow! there's the username but alas no password and link instead. let move ahead as can't do without it!



Again the site changed! and at last the password is there. It's showtime!!



Well now that they guy must be watching the movie, I am falling asleep having taken so many screenshots of so many boring pages. But before I retire let me summarize.

The prime object of this group of sites was to earn money through AdSense and that required clicks by visitors. While the visitors could have straight away clicked the links without having been taken to so many pages, this was a precautionary measure to keep the click-through-ratio low, as high ratio can raise an alarm making Google and advertiser probe into this affair.

That's where we end.

How I make 15K a month at AdSense

here's how it's done:

I start with keyword lists from adsenseheaven dot com which guesstimates the most expensive keywords to bid on in the PPC AdWords side of the Google ad world. I generally ignore the top 1000, as they are very competitive and saturated. I am not concerned with the top payouts.

I store this data every month in a mySQL database with the previous months data, and over time I am able to see which phrases are consistently in the lists and unlikely to disappear. I call them long term performers.

I cross check each phrase with the number of pages currently indexed in google, to see how much competition there is for a each key phrase. It's usually easier to land a top 10 first page SERP position if there is less competition for the phrase.

I also cross check each phrase with [google trends data](#) which has an RSS feed which is also collected and stored in a seperate SQL database hourly. If an adsenseheaven keyphrase is found to appear in my Google trends history database, it's flagged as hot. If there's less than a million indexed pages it's further flagged as a top candidate for a dedicated microsite armada.

Once a month after the new list is released I analyze the data after it's been processed and I pick a shortlist of hot key phrases that I am going to ramp up over the next few weeks.

For this lesson the phrase I've selected is '**Acai Berry**'.

The estimated cost for the top position according to the adsense heaven list is \$19, and it also appears multiple times in my Google trends history data. That means I'm probably going to make at least \$5 for each AdSense click, and there's a lot of people searching for it.

I head over [my favorite registrar](#) and find a domain name which contains the keyword at the beginning of the domain. Contrary to popular belief, the gTLD is irrelevant. I find that .info works just as well as a .com with all things otherwise equal. Get the new domain's DNS setup, and your webserver configured. Install your favorite [Open Source CMS](#) into the Docroot and pick a nice template which looks clean. Avoid dark colored themes. Make a nice graphic for your site logo position which contains your root keyword. (yes googlebots can read keywords with OCR in your site logo images).

You now have the framework for your microsite, and a place to put your articles.

Now we're going to mine long tail keywords for the selected phrase to use as subjects of my microsite subpages based on the root keyphrase. I use a couple different places for this, a good one for noobs is freekeywords.wordtracker.com. I input the root phrase 'Acai Berry' and save the top 50 results into a text file. For this example I'll limit to the top 5 after the root.

[Acai Berry at Wordtracker](#)

7,401 searches (top 100 only)

Searches Keyword

4679 acai berry <- ignored, it's the root phrase

371 acai berries <- variant of root phase

238 acai berry supreme 1

220 acai berry information 2

181 acai berry research 3

149 acai berry juice 4

125 acai berry diet 5

You can use however many you want. The more you have, the bigger your site will be, and the more expensive it will be to ramp up.

I outsource most of my article writing to Justin at [No Doubt Marketing](#). I pay them around \$8 for each original article, and they are not scraped together garbage. I order 1 article for each long tail keyphrase. In 12-24 hours they'll begin arriving in a steady stream to my inbox. It's not uncommon to have 25-50 articles for your project. Your goal is to build a site which contains everything someone would ever want to know about your root keyword. It's also not uncommon for me to have \$500-\$1000 into each microsite by the time it's done. But, I make that back in two days.

There are lots of other article writing services out there, and there is a lot of grey area. Some are more readable than others, and the general rule is you get what you pay for. I spent a few months testing all the top ghostwriters who advertised their services on digitalpoint, and some are very bad. I do not use scraped articles or spun articles from aggregation sites like ezinearticles.

Now you have some original high quality meat for your microsite which is truly original content and is highly targetted for each long tail keyphrase. Create a content item on your CMS for each one, putting the longtail phrase in a H1 tag, the Title, and the Meta description. Do not make the title and meta description identical or the latter will be ignored. Insert the article, and do your html markup to split it into paragraphs, and add floating divs for your google adsense and CPA offers.

Over the course of the next few weeks, repeat this process as your longtail articles arrive. By the third week you will have a pretty large site which is very useful and informative. It doesn't read like it was written by robots.

At the same time, you work on link building. I will look at who is already ranking for the keyphrases I am looking to rank for, and I will attempt to contact each of the webmasters. It's easy to do a whois lookup on a domain (firefox has a plugin to do it from serp pages) and fire off an email to them. If they have a working phone number listed (they are required to) give them a call. I have a vonage account so I get unlimited long distance. I also have a telemarketing background so I am good at cold calling webmasters and socially engineering them into adding links.

You will mostly get voicemails, so leave a nice message which is very brief and explains you have a relevant website which wants to become link partners. When you get the webmaster on the phone live,

tell him how great their website is, how you added a link to it on your blogroll, and how it would help their rankings to link to your related site which is full of good content.

Some people will tell you to go fuck yourself, so you just move on. There are going to be hundreds of thousands of other sites to contact, so don't spend too much time with each one. I will ask them for their AIM handles so I can keep track of them. (did I mention I create a new AIM/Gmail for each new microsite?)

There are lots of other ways to get links. I've tried most of them, and they all work. You can donate money to open source organizations which have a 'thank you' page. Most of them will include a link if your donation is over a certain threshold. Check for nofollows and disallows in the robots.txt first.

You can do a [google blog search for your keyword](#) and post an on topic comment which contains a single link to your homepage. Most places will leave your comment in the moderation cue forever, but others will publish it. You have a better chance of your comment getting published if your comment contains the keywords they are trying to rank for. Blog owners don't want comments that throw their keyword density off.

You can search for forum posts using google which contain your keyword in the title tags and post a useful something into the thread. Don't just spam your URL or clearly it's going to get removed. It's also a good idea to make a few posts in other threads before you do any link dropping so you don't have 1 post when you do it



There is roughly [260 million websites which will give you a free blog](#). Create a new one everyday somewhere new and make a couple posts about your keyphrases. You can take snippets out of your articles and rewrite them into blog posts, or even purchase some of that 'low quality' filler articles I spoke of earlier and use that for your free blogs. Be sure to choose good anchors when linking to your main moneysite.

The bottom line is get as many links as you can, and spread them out as far apart as you can. You don't want to get too many links in a day or it will appear unnatural. So take your time, and work a little bit on each microsite every day. Try to make sure every microsite gets at least one quality inlink every single day from somewhere.

One final observation: The longer a Google AdSense unit has been deployed, the more it's worth. Some of my top performing units are several years old. I think after a certain time they're internally flagged and start to show the top paying ads.

TO YOUR SUCCESS

Dany S. Matta



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