

# **BUILDING** **A** *NICHE SITE* **EMPIRE**



***THE ADSENSE FLIPPERS' METHOD TO **CREATING** AND  
SCALING MICRO-**NICHE**  
ADSENSE SITES.***

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# INTRODUCTION:

## THE **AD\$ENSE**FLIPPERS PROCESS

**Disclaimer:** We make no claims about how much money you'll make (or lose) following this guide, nor do we claim this guide (our process) will even work for you at all. The truth is, we simply don't know. We put quite a bit of money up on the hope/promise that flipping websites would pay out and it has for us, but it's a risky business model. And you need to be absolutely clear about that going in. Additionally, we've used affiliate links throughout this guide, which means we may make money if you purchase through those links. You don't pay anything more in using our links and our recommendations are not made based on the potential to earn from those affiliates (In fact, much of the guide was built in such a way to where you won't HAVE to use any additional paid tools, when possible.) Still, we want to make you aware that there is a financial opportunity for us. If you do decide to purchase any of these products and thought this guide was helpful, we thank you in advance! You can feel free to distribute this guide as you like. The only thing is that we require that you do not edit it, charge for it, put it behind a paywall or include it in a paid course.

## OUR STORY

When we started [AdSense Flippers](#) we had no idea what it would eventually become. Our model began by simply testing out some niche sites with AdSense™ on them - and seeing if we could rank. When some of the sites proved they had the potential for positive cash flow, we knew we had a winning business model.

Actually, we didn't plan for this niche site creation project to be a long-term gig. We were simply looking for a solution that would keep our extra [outsourcing agents](#) employed and earning while we found them new positions with new clients. In December 2010 (our first month), we put in quite a bit of work and [earned just under \\$33.00](#)...considerably less than our initial investment. (Our sites were costing us around \$40 each at the time, not including tools or any of Joe/Justin's time...so our investment in December 2010 was around \$2,000.00)



The first few months were rough. We didn't know if this would ultimately pay off for us, but we believed in the model and by May 2011 we were able to [get our revenue up to \\$5,416.37](#). By September 2011, [we were at \\$26,011.79](#) and in [January 2012 we grossed \\$44,291.17](#). While we do still have "down" months at around 10-12K, this project has really turned into a monster for us. We're really excited about the opportunities that await us in the months and years to come.

If you're curious to learn more about how we got here, you can check out our '[About Us](#)' page or [listen to our podcast](#). Additionally, you can [get on our email list](#) to get even more valuable content, without the sales pitch. (We have over 4,000 total subscribers at the time of writing this guide)

## WHY ADSENSE SITE FLIPPING?

Ultimately, we believe this is hands down the most simple way for anyone to get their feet wet in making money online. We've never stated that it's easy, but the process is straightforward. So straightforward in fact, that our entire business model fits into a 70+ page guide.

That being said, don't let the fact that this ebook is free - fool you.

We could have charged for it. Quite a lot, in fact.

But, we've had so much success giving away the BEST of our information for free, that we knew we shouldn't stop now. And honestly, we've been consumers of expensive ebooks and information products that didn't deliver on their promises. And, few things are worse than forking over your hard earned cash for something that really wasn't worth the purchase.

Consequently, this guide is free, and packed full of useful, actionable information. Thus, it is our hope that we will put the scammers who charge for this type of content, out of business. Unfortunately, we can't do that without your help. We need you to spread this guide around. Share the download link. Talk about it. Give it to your friends. We want people to learn about building niche sites because this process works!

We know numerous people (even [here in Davao City, Philippines](#)) who are currently employing the same (or a very similar) process to make income from the Internet. If you read this report, and actually IMPLEMENT some of the advice we give, you'll get quite a bit of value here. Follow the steps. Build out as many sites as you can. Be patient, and enjoy the process.



We mention this guide and our overall strategy behind 'free' [in this podcast here](#).

Definitely worth checking out!



# AD\$ENSE FLIPPERS

# CHAPTER

# KEYWORD RESEARCH

# 1

## *THE BEGINNINGS OF YOUR ADSENSE SITES*

Every site you create will begin with [keyword research](#). This is a fundamental component of your niche site builds, as the quality of your keyword (and subsequent domain) choices will dictate a large part of your success.

While we've put in place an extraordinarily detailed, numbers based process for our keyword selection, we would be lying to you if we said it all came down to the statistics. The success of your sites will often rely as much on luck and circumstance as they do on your hard work and intelligent domain selection. It isn't uncommon for us to find a keyword and domain that meet all of our criteria perfectly, and still fail to deliver. It happens.

Actually, there have been instances where we purchased a domain around the wrong keyword. And honestly, it's better to dump that domain (and pick a new one), rather than spend the money to try to work on something that's ultimately doomed to failure.

This is why we promote (and use ourselves) a systematic process that yields a high volume of sites. Quality certainly matters, but if you don't generate enough sites (giving some the chance to be successful), you're not going to see much revenue. We typically generate about 70% of our revenue from 30% of our sites. The breakdown isn't always that straightforward, but on average If you create 100 sites with potential, you may have 30 that do quite well, 50 that are average and 20 that do nothing at all. If you only created 5, they might all end up as losers. Hence the need for volume with our process. Our way of doing things is certainly not the only way. You can put considerably more work into each site and have a higher likelihood that the site will not be a loser, will earn more on average, etc. Still, we feel the payoff might be less there...our sites follow the [Lean Startup](#) methodology and are Minimum Viable Products.



## HOW TO FIND KEYWORDS AND DOMAINS THAT PAY

The potential for an AdSense™ site to sell depends almost entirely on how much revenue it generates from month to month. And, how much revenue it generates is often determined by a few specific variables. Let's have a look at a few of those variables, so we can better understand what kind of keywords we need to be looking for. We'll outline the entire keyword research process shortly. But, it's important that you have an understanding of a few essential components before we start dealing with the specifics of the process - or getting into [advanced tools like LongTailPro](#).

Most of our evaluation criteria are derived from a tool called 'Google AdWords Keyword Tool'. Primarily, this is an online resource that allows advertisers to search for keywords that they might be interested in pursuing for advertising. However, SEO experts have, in a way, reverse engineered it for keyword research (which it was never really intended for).

This is why the data derived from the AdWords™ Keyword Research is somewhat general in nature. Additionally, the information provided through the tool is not always accurate, but still represents the best method and data for determining the viability of a keyword. Anyway, here are some of the criteria (taken from the AdWords™ Tool) that we use to initially evaluate a keyword:

### (LOCAL) EXACT MATCH SEARCHES

When you search for a term within the Google AdWords Keyword Tool, you will see a number for both 'Global Searches' and 'Local Searches'. Global searches represent how many times a term is searched for per month - worldwide.



#### NOTE:

The Google Keyword Tool is a great resource, but we've found it often to be wrong or not exact when measuring CPC. Still, it's good as a comparison between one keyword and another. Also, keep in mind that this is the amount the advertiser would pay to Google™ to be seen on the Search Engine Results Page (SERP) and not necessarily on the AdSense™ network of sites.



#### HOT TIP

Use [SpyFu](#) to find the number of advertisers and the dollar amount they are paying per click for a certain keyword.



'Local Searches' represent how many searches per month are occurring within the location you designate. **We always look at terms that are searched for within the United States, as that will be the market we target for ongoing revenue and for the sale of our sites.** You can target other markets, but make sure to change the filter in the Google Keyword Tool to target the country you're going after.

## AVERAGE CPC

This dollar amount represents the the average CPC (cost per click) that an AdWords™ Advertiser will pay when someone clicks on their ad (after searching for its targeted keyword). CPC is a great metric that will help you determine if there's any money in the niche you're focused on. If CPC is low, that generally means there aren't buyers clicking on ads. If CPC is high, that means there's money floating around that niche; you might be able to get a piece of that pie.

## SEO VALUE

The SEO Value Equation is our own [custom formula](#) we created to determine if a keyword is worth pursuing.

$$(EXACT MATCH LOCAL SEARCHES \times CPC) \times .01 = \$DOLLAR VALUE$$

The final number of this equation represents a really rough projection as to the potential monthly earnings this site could make.

(For a better projection, consider checking out our [Niche Site Profit Calculator here](#).) The SEO Value is a better metric to consider when looking at a niche than either exact searches or CPC independently, as it's a combination of both.

Granted we haven't necessarily found a direct correlation between our calculated SEO Value and actual earnings, but this will at least provide you with a relative guideline to dictate your keyword choices. We'll discuss this in more depth later, but we generally shoot for an SEO Value of at least \$10.



## DOMAIN AVAILABILITY

You want to purchase a domain [from GoDaddy](#) that matches your 'exact match search term' word-for-word and letter-for-letter. Do not use hyphens, underscores or any other characters. (Some niche site builders have had success with prefixes, suffixes, etc. but we don't include those in our particular process.) Here are some acceptable domain examples:

**EXACT MATCH SEARCH TERM:** blue water shoes  
**DOMAINS:** bluewatershoes.com  
bluewatershoes.net  
bluewatershoes.org

If you can't get an exact match domain, don't bother with the keyword. We've found many of our sites achieve first page rankings solely based on the fact that they were exact match domains with well optimized, on page SEO. While you're doing your search, you can [use GoDaddy's bulk search tool](#) to see which domains are available.

## THE KEYWORD EVALUATION PROCESS

Even though we use a number of tools within our company ([LongTailPro](#), [Market Samurai](#), [IntelliTheme](#), etc.) that make keyword research a bit faster, it's important that you understand how to do this manually. If you're on a tight budget, forget the fancy tools and invest your cash flow into building sites. If you're new at this, again, use the more laborious (but free) tools in order to get your head around the process.

### STEP 1: GET ORGANIZED

You're going to be [researching a lot of keywords](#). At the time of writing this document, our staff has evaluated over 9000 terms since we started [AdSense Flippers](#). You can't write this stuff on a napkin and expect to keep it organized!



In the sidebar to the right, you'll find download links for the spreadsheet we created to mine and collect data on potential keywords. We highly recommend you use either the same or a similar system, as it makes selecting and choosing keywords much easier. Don't worry if you don't understand all the categories within this spreadsheet yet. We're about to outline the entire process.

## STEP 2: GOOGLE ADWORDS KEYWORD TOOL

Go to <https://adwords.google.com/select/KeywordToolExternal> The Google AdWords Keyword tool is the primary tool you will be using to collect data on potential keywords. Keep in mind that most of the information you see for a specific keyword is an estimate from Google™. These aren't exact numbers. However, they will give you some rough data that can help you distinguish the winners from the losers.

## STEP 3: BRAINSTORM AN INDUSTRY

Now it's time to do some searching and evaluating. This isn't rocket science, but there are definitely a few things to consider as you go about [researching niches](#) and search terms.

First, you're better to choose keywords and domains that revolve around products and services of some kind. 'Donkey harnesses', for example, is a product that people buy. 'Donkey Rides for Charity' however, isn't likely to be a profitable niche.

### KEYWORD RESEARCH SPREADSHEET DOWNLOAD:

CSV Version:

[Keyword Research  
Spreadsheet - CSV](#)

Open Office Version:

[Keyword Research  
Spreadsheet - Open Office](#)

Excel Version:

[Keyword Research  
Spreadsheet - Excel](#)



### NOTE:

We have actually created some seasonal sites, but NEVER short-lived sites. (e.g. "best hauling trucks 2012") Seasonal are at least popular during that season each year, but the longevity of a site with a date in it is fairly poor. Still, there are instances where creating short-term content for a site can be profitable. **[Check out this case study](#)** on a 28K per month site that does just that!



We don't go bananas on this, but we do try and focus on things that could sell. Services are also fine, so, 'plumbing repair' could be a viable term. We also try to stay away from location specific terms like, 'Atlanta beef farm'. These will often generate Geo-modified search results which essentially push all the organic results on the page down below the fold to make room for Google Places (which ultimately leaves less space and opportunity for ranking on the first page). This is not a good situation for sites looking to earn AdSense™ income. Lastly, try and avoid terms that could be seasonal in nature, such as 'Christmas light chains'.

We're particularly fond of keywords within the women's interest niche (i.e., shoes, handbags, etc...), household goods, and other industries that aren't technology related. We recommend steering clear of electronics and tech gadgets, as many of the people visiting your site will be ad blind (meaning they're used to avoiding clicking on AdSense™ ads, banner ads, etc...) And, if no one is clicking on your ads, you don't make any money.

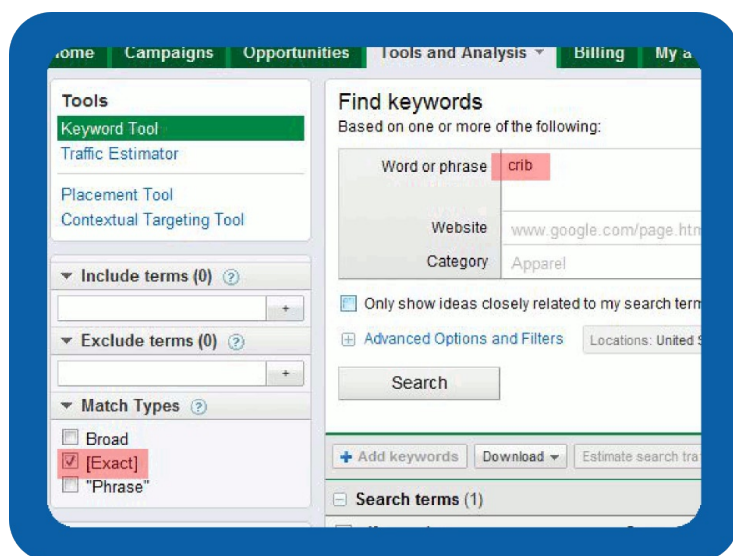
## STEP 4: SEARCHING FOR YOUR FIRST TERMS

So, considering our general criteria, let's run through an example.

So, what's an industry with products that people shop for, especially women? How about something having to do with babies? How about cribs?

Sounds safe.

So, we type 'crib' into the AdWords Keyword Tool, select 'Exact Match' only, and hit 'Search'.



### ! HOT TIP

You want to be searching for keywords and domains that show what we call "commercial intent". In other words, people who are searching these terms are **looking to BUY** products and services. 'High end soup servers' would be an example of a term that potentially holds 'commercial intent'. 'How to kick a field goal', while interesting, doesn't suggest the searcher is looking to buy something.



Here's what we get

Search terms (1)		
Keyword	Competition	Global Monthly Searches ?
☆ [crib]	High	33,100
Keyword ideas (800)		
Keyword	Competition	Global Monthly Searches ?
☆ [crib]	High	33,100
☆ [baby crib]	High	9,900
☆ [crib sheets]	High	4,400
☆ [convertible cribs]	High	4,400
☆ [cribs]	High	49,500
☆ [baby cribs]	High	40,500
☆ [crib mattress]	High	8,100
☆ [crib bedding]	High	27,100
☆ [the crib]	Low	1,900
☆ [graco cribs]	High	2,400
☆ [crib safety]	Medium	1,000

## FINDING TERMS

We have 800 search terms here. It's going to be difficult to go through all these. Plus, we've found that it's usually pretty tricky to find domains and rank for terms that are one to two words in length. So, let's get a little more specific. Looking through this list, we want something that's maybe a little further "niched-down", but still product based. Not too far down the list we find **'portable cribs'**.



## ADVANCED SETTINGS

So, we'll type 'portable cribs' into the Adwords Keyword Tool. Now that we've generated some ideas and have a potential niche, let's get a little more specific with our criteria. Under Advanced Options, Set your location to 'United States' and your minimum local monthly searches to '720'.

Advanced Options and Filters

**Locations and languages** ?

All Countries  
**United States**  
 United Kingdom  
 Japan  
 Germany  
 Brazil

All Languages  
**English**  
 Japanese  
 German  
 Portuguese

**Include specific content** ?

☐ Include adult ideas

**Show Ideas and Statistics for** ?

Desktop and laptop devices

**Filter ideas** ?

Local Monthly Searches >= 720

+ Add another

Search

Since we're not using an advanced tool like [Long Tail Pro](#) yet, we're going to have to be a little more efficient with the way we select and filter terms. For example, there's no point on checking domain availability for terms that aren't going to be profitable. Also, jumping back and forth between six different browser windows to evaluate each term or [check domain availability with GoDaddy](#) gets tiresome and inefficient. Consequently, we recommend you start by looking at the terms on your page and evaluating them by their SEO Value. Remember, we're shooting for terms that have a SEO Value of at least \$10.00. While you'll need to calculate this at first, it won't take long before you will be able to simply look at a list of terms and determine which ones could be profitable.



Lastly, there are still a lot of high quality two-word domains out there. Don't be afraid to search for them, just keep in mind that you'll probably find more potential three-word choices [available on GoDaddy](#) than two-word choices. Generally, we try and keep our keywords and domains under five words.



We used to use **Market Samurai** for our keyword research and found it to be very robust. However, it was a little too slow for our purposes. We have multiple agents doing keyword research all day, and the extra time they had to invest waiting for **Market Samurai** eventually caused us to look **elsewhere**



## SORT BY LOCAL SEARCHES

Sort your results from 'portable cribs' by 'Local Monthly Searches'. This will give you a list of terms by highest search volume first.

Search terms (1)

1 - 1 of 1

<

>

Keyword

Competition

Global Monthly Searches ?

Local Monthly Searches ?

Approximate CPC (Search) ?

☆ [portable cribs] ▾

High

1,300

1,300

\$0.99

Keyword ideas (800)

1 - 50 of 800

<

>

Keyword

Competition

Global Monthly Searches ?

Local Monthly Searches ?

Approximate CPC (Search) ?

☆ [baby depot] ▾

Low

40,500

40,500

\$0.94

☆ [baby cribs] ▾

High

40,500

33,100

\$0.93

☆ [baby furniture] ▾

High

40,500

27,100

\$1.23

☆ [cribs] ▾

High

40,500

27,100

\$1.25

☆ [crib bedding] ▾

High

27,100

22,200

\$1.09

☆ [bassinet] ▾

High

33,100

22,200

\$0.63

☆ [baby stroller] ▾

High

22,200

11,800

\$1.28

Now work your way down the page, calculating SEO Value and highlighting terms that you will go back and [check domain availability on](#).



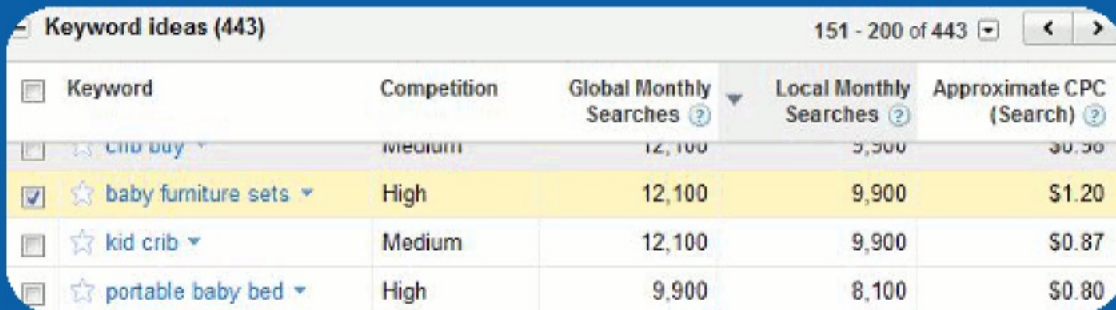
## SELECT BY SEO VALUE

Here you can see that I've selected terms that will yield high SEO Values.

Keyword ideas (113)			
<input type="checkbox"/>	Keyword	Competition	Global Mon
<input checked="" type="checkbox"/>	☆ [baby bedding]	High	
<input checked="" type="checkbox"/>	☆ [baby depot]	Low	
<input type="checkbox"/>	☆ [baby cribs]	High	
<input checked="" type="checkbox"/>	☆ [baby furniture]	High	
<input type="checkbox"/>	☆ [cribs]	High	
<input checked="" type="checkbox"/>	☆ [crib bedding]	High	
<input type="checkbox"/>	☆ [bassinet]	High	
<input type="checkbox"/>	☆ [baby stores]	High	
<input type="checkbox"/>	☆ [crib]	High	
<input checked="" type="checkbox"/>	☆ [nursery furniture]	High	
<input checked="" type="checkbox"/>	☆ [crib mattress]	High	
<input type="checkbox"/>	☆ [playpen]	High	



## STEP 5: SEO VALUE CALCULATION



The screenshot shows a table of keyword ideas from Google Keyword Planner. The table has five columns: Keyword, Competition, Global Monthly Searches, Local Monthly Searches, and Approximate CPC (Search). The row for 'baby furniture sets' is highlighted in yellow.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
crib buy	Medium	12,100	9,900	\$0.90
★ baby furniture sets	High	12,100	9,900	\$1.20
★ kid crib	Medium	12,100	9,900	\$0.87
★ portable baby bed	High	9,900	8,100	\$0.80

### CALCULATING SEO VALUE

$$(\text{Exact Local Searches} \times \text{CPC}) \times .01 = \$\text{SEO VALUE}$$

### EXAMPLE:

$$(9,900 \times \$1.20) \times .01 = \$118.80$$

Also, we have skipped terms that we know won't be available. I.e., [www.crib.com](http://www.crib.com) is not going to be up for purchase.

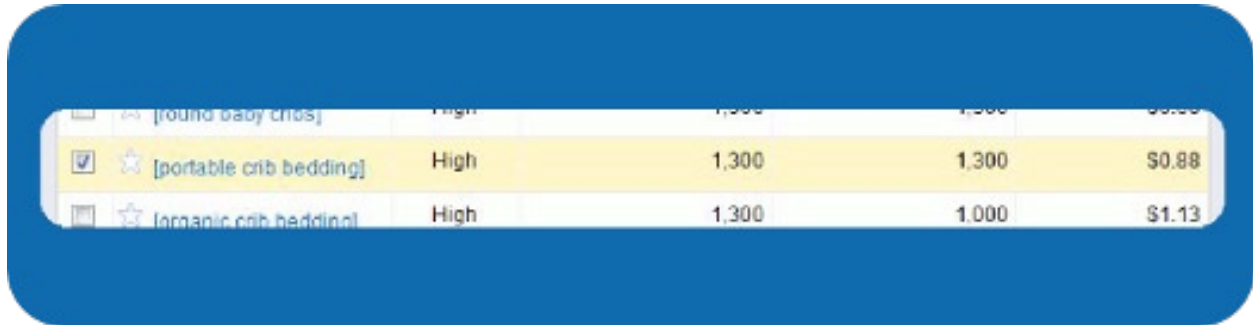
Once you've reached the bottom of the page, open up another browser window and load the domain checking site of your choice. We always use [Godaddy](http://Godaddy.com) and their bulk domain lookup feature, but you can use the site you're most comfortable with.

Now work your way through the list of highlighted terms and see if you can find an available domain for any of these exact match keywords.

**You want to select an exact match domain with a domain extension of .COM, .NET or .ORG. If you can't find an exact match with a top level extension, move on.**



As we work our way through the pages of results for *'portable cribs'*, we come across the following keyword:



<input type="checkbox"/>	[round baby cribs]	High	1,300	1,300	\$0.88
<input checked="" type="checkbox"/>	[portable crib bedding]	High	1,300	1,300	\$0.88
<input type="checkbox"/>	[organic crib bedding]	High	1,300	1,000	\$1.13

*'portable crib bedding'*, at the moment, is available as a *'org'* domain. Plus, it's an attractive domain for a few other reasons. First, it's a product. Secondly, it's a three word domain and keyword combination that actually makes sense when you read it. Lastly, there's enough traffic and a high enough CPC to yield an SEO Value of \$11.44, surpassing our minimum of \$10.

So, for the sake of this guide. Let's roll with *'portable crib bedding'*. Keep in mind that normally you will be conducting these operations for more than one keyword at a time.

## STEP 6: FURTHER ANALYSIS

Now it's time to bust out your spreadsheet and begin entering some data. Enter your keyword under the *'keyword'* column exactly as it is searched for. Be careful not to make grammar or English corrections when you place information into your spreadsheet. You want the term to be accurate.



Secondly, enter the domain you found available (don't buy it yet), into the 'domain available' column. At this point, your spreadsheet should look like this.

Keyword	Searches (Exact)	Phrase-to-Broad	SEO Comp	CPC (Exact)	Value (Exact)	Domain Available
portable crib bedding						portablecribbedding.org

Input the 'Searches (Exact)' number (remember those are local searches) and the 'Average CPC'. Now you can calculate the SEO Value if you haven't already done so. Input the SEO Value into your spreadsheet.

Keyword	Searches (Exact)	Phrase-to-Broad	SEO Comp	CPC (Exact)	SEO Value (Exact)	Domain Available
portable crib bedding	1300			0.88	11.44	portablecribbedding.org



## STEP 7: COMPILING MORE DATA

Now it's time to start calculating and compiling the rest of the details so we can get a better picture of the SEO competition and profitability of our keyword. Generally, we're looking for profitable, low hanging fruit. We don't want to battle in niches that are unprofitable or swarming with SEO optimized pages.

Now it's time to evaluate the SEO competition. If our term is being targeted by too many other websites, we may want to look elsewhere.

To evaluate the SEO Competition, type your keyword into google with quotes around it. Like this:



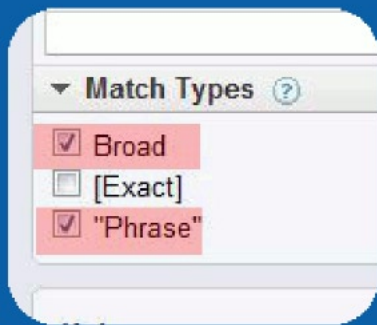
Looks like there are 513,000 other sites with this term. That's not too bad. We used to weigh this statistic more heavily than we do now. In the past, we've had sites rank well which had over a million sites in 'SEO Competition'. It's just a piece of the picture that you want to keep in mind. Don't get too discouraged if this number is relatively large (though smaller is always better).

Enter this information into your spreadsheet.

	SEO Comp	CPC (Exact)
4	513000	\$0.88

Let's go ahead and calculate the 'Phrase-to-Broad' percentage. This number will help us determine if our exact match keyword is a commonly searched for term. In other words, if there is a different phrase that is searched for more, but includes our keyword, we may want to register that phrase instead. A low phrase-to-broad percentage (under 10%) would generally indicate that your keyword is an odd phrasing, spelling, etc... If we calculate a phrase-to-broad of at least 10%, we don't worry about it too much. Here's how you calculate phrase-to-broad





## SELECT 'BROAD' AND 'PHRASE'

Change your Adwords™ search settings to 'Broad' and 'Phrase'

Re-search your keyword.

Now, under the 'Local Monthly Searches' Column, divide the 'phrase' number of searches by the 'broad' and multiply by 100 for your percent.

## PHRASE-TO-BROAD

Now, under the 'Local Monthly Searches' Column, divide the 'phrase' number of searches by the 'broad' and multiply by 100 for your percent.

Search terms (2)					1 - 2 of 2
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)	
☆ portable crib bedding	High	5,400	5,400	\$0.85	
☆ "portable crib bedding"	High	2,400	1,900	\$0.85	
Keyword ideas (800)					1 - 50 of 800
Keyword	Competition	Global Monthly	Local Monthly	Approximate	

## CALCULATION:

('Local Monthly Searches by phrase' / 'Local Monthly Searches by Broad') x 100 = Phrase-to-Broad%

$$('1,900' / '5,400') \times 100 = 35.2\%$$



$$\left( \frac{\text{LOCAL MONTHLY SEARCH BY PHRASE}}{\text{LOCAL MONTHLY SEARCHES BY BROAD}} \right) \times 100 = \text{PHRASE TO BROAD \%}$$

Again, this is just a metric to help you make intelligent choices. 'Phrase-to-Broad' shouldn't make or break your decision.



### NOTE:

Often, you'll find a very low Phrase-to-Broad ratio with keyword phrases that seem to have funny or odd wording. This basically means that some people use that exact search phrase, but the large majority of people word it differently. This is important because anything less than 10% on the Phrase-to-Broad ratio and Google™ is likely to consider the more widelyused keyword phrase and not your exact match, meaning your competition will be much more difficult.



## STEP 8: ANALYZE THE ADVERTISER COMPETITION

Ok, this is where some people will get confused. It's actually quite simple, but the terminology can get some folks tripped up. Up until this point, we've been focused on analyzing SEO competition. In other words, we've been attempting to decide if this keyword is viable for ranking within Google™.

We're going to shift gears a little bit and sort out whether or not this keyword will be profitable. The metric we use is 'AdWords Competition'. This has nothing to do with Search Engine Optimization. AdWords™ is an advertising program that business use to create ads and funnel traffic to their site. These ads are then placed within Google™ search results. When a keyword which that particular ad is targeting gets searched for, the ad appears within the organic results.

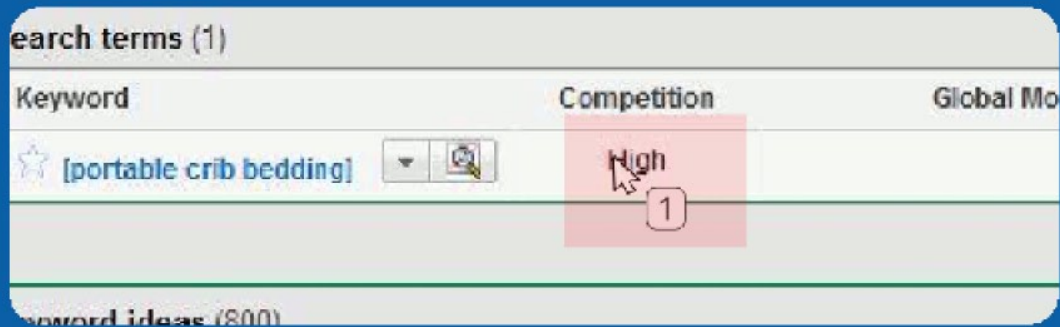
**The more AdWords competition there is within the niche we're pursuing the better.** That means there's money changing hands around this keyword. let's determine the 'AdWords Competition' for our keyword, '*portable crib bedding*'. Again, 'AdWords Competition' is one of our own metrics we use to evaluate sites against each other.

To find the number, go back to Google AdWords™ where you searched for '*portable crib bedding*' and hover over the word in the 'competition' column. A number will appear.



## ADWORDS COMPETITION

To find the number, go back to Google Adwords™ where you searched for 'portable crib bedding' and hover over the word in the 'competition' column. A number will appear.



<i>HOVER VALUE</i>	<i>OUR ADWORDS COMPETITION</i>
.00 - .20	= <b>1</b>
.21 - .40	= <b>2</b>
.41 - .60	= <b>3</b>
.61 - .80	= <b>4</b>
.81 - 1	= <b>5</b>

**WE LIKE A '3' OR BETTER**

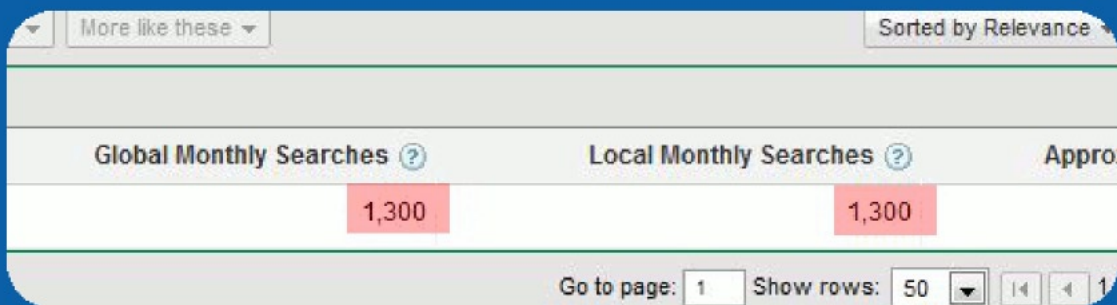


So, if you hover over the competition column and you see an .81 - 1, that's a good sign. This would indicate that there's a fair amount of AdWords™ competition in this niche, and for you, that means there are likely lots of advertisers on AdSense™ (which is how we're going to make money).

Next, we want to see how much of the traffic for this term is originating within our local market (the United States). Since we want click-through on ads that are in English and generally for U.S. products, the higher the percentage of people visiting our sites from the U.S. the better.

### ORIGIN OF SEARCHES BY COUNTRY

This is a really simple number to calculate. Simply look at the Global Monthly Searches and the Local Monthly Searches, then, divide the local by the global. (Don't forget to make sure you're searching for 'Exact Match')



The screenshot shows a Google AdWords interface. At the top, there's a dropdown menu labeled 'More like these' and a button labeled 'Sorted by Relevance'. Below this is a table with three columns: 'Global Monthly Searches', 'Local Monthly Searches', and 'Approx'. The first row of data shows '1,300' under 'Global Monthly Searches' and '1,300' under 'Local Monthly Searches'. At the bottom of the table, there's a pagination control showing 'Go to page: 1' and 'Show rows: 50'.

Global Monthly Searches ?	Local Monthly Searches ?	Approx
1,300	1,300	

$$1,300 / 1,300 = 100\%$$



This doesn't happen that often, but we lucked out and found a key term that is searched for almost entirely in the United States.

If this percentage is less than 40% we call that 'Other'. If it's between 41% and 69% we call the traffic 'Mixed'. If it's 70% or more we put 'USA' (in the 'Country' Column of our spreadsheet).

## STEP 9: DETERMINE YOUR SITES 'CHANCE TO RANK'

Up until this point, most of our [evaluation](#) has depended on numbers and statistics. The numbers are definitely important, but sometimes the most important factors aren't always so black and white.

Ultimately, we very much need the sites we create to rank on the first page of Google™. We have had some success on Bing™ and Yahoo™, but at the time of this writing, Google™ is where the real money is. And, determining whether or not our site will have the chance to rank depends on a lot of different factors. Some of these are pretty easy to evaluate, others are a little more tricky.

So, we're going to run through a few examples here. The aim isn't for you to memorize a bunch of specific rules, but rather to understand the concepts behind search competition. We want you to be able to walk away from this guide understanding how to appropriately evaluate first page search results. That being said, here are a few guidelines to go by.

1. Generally, root domains are difficult to beat in results. An example of a root domain would be [www.ospreybananas.com](http://www.ospreybananas.com) or [www.aweber.com](http://www.aweber.com)

However, if you see a listing for a page within a subfolder of that domain. For example, [www.bluecowsoverthemoon.com/animal/milk.html](http://www.bluecowsoverthemoon.com/animal/milk.html), you may be able to out rank that listing. What's important in this scenario, is to check and see if your keyword is part of the URL.

So, if you searched for 'animal milk' and [www.bluecowsoverthemoon.com/animal/milk.html](http://www.bluecowsoverthemoon.com/animal/milk.html) came up, that would not be favorable, as the URL has your keyword in it. Conversely, if the same result appeared when you searched for 'moon walking', you would have a decent shot at outranking that listing.

2. Subdomains or dynamically generated domains are generally good signs.

Examples include:

[www.amazon.com/cows/orange/#3344r4gjwe-URTb007?](http://www.amazon.com/cows/orange/#3344r4gjwe-URTb007?) - Dynamic

[www.grass.animalfarm.info](http://www.grass.animalfarm.info) - Subdomain

These are often beatable.



3. Ecommerce stores and even big business product sellers like Walmart™ and Amazon™ are often easy to beat if they're results aren't custom tailored, i.e., they haven't setup a specific optimized page for that keyword or product.

4. Product and service sites that are actually specifically selling an item or service you're searching for are generally difficult to displace. So, if you're looking to potentially buy [www.catagilitytraining.com](http://www.catagilitytraining.com) and you find the first three results are companies teaching cat agility training or selling books on the topic, look elsewhere.

5. Classified sites usually have fairly weak pagerank and placement in search results. Consider classified results a positive sign, specially if they're in one of the top three positions.

6. Forum posts within search results indicate that you have a chance at ranking well for a term.

7. Product price comparison sites like Nextag.com, CNet.com and Epinions.com, as well as content farms like ehow and Ezine Articles are also generally easy to beat.

So, with those guidelines in mind, let's get started.

Open up a 'private' or 'incognito' browser window (we don't want your browsing history to affect our analysis). Secondly, it's best if you do your research from an IP address within the United States. If you're out of the country, use a proxy service to [hide your international IP address](#).

With a U.S. IP in place and a private browsing window open, go to Google™ and enter in your keyword.

## ! HOT TIP

If you see another exact or partial-match mini-site this is generally a good sign. More importantly, you can look at their backlinks, how long the site's been up, etc. to give yourself a good comparison as to how your site will do. If your process is as good or better than theirs you could expect similar results! For our podcast episode on evaluating first page competition, [click here](#).



## PORTABLE CRIB BEDDING 'PAGE ONE' RESULTS

### Portable Crib Bedding - Bedding - Babies "R" Us

[www.toysrus.com](http://www.toysrus.com) > [Home](#) > [Nursery](#) > [Bedding](#)

Check out our line of convenient **portable cribs** and **portable bedding** for baby. We also carry **portable crib** sheets and accessories at great prices everyday.

↳ [CoCaLo Snickerdoodle Porta ...](#) - [Baby Doll Pique Port-A-Crib ...](#)

### Portable Crib Bedding | Mini Crib Bedding Sets | Carousel Designs ...

[www.babybedding.com/portable-crib-bedding?p=all](http://www.babybedding.com/portable-crib-bedding?p=all)

**Portable Crib Bedding** by Carousel Designs. Unique mini crib bedding sets for boy or girl. - All.

↳ [Portable Crib Skirts](#) - [Portable Crib Sheets](#) - [Portable Crib Blankets](#)

### Walmart.com: Baby: Bedding & Decor: Cradle & Portable Crib Bedding

[www.walmart.com/cp/Cradle-Portable-Crib-Bedding/526477](http://www.walmart.com/cp/Cradle-Portable-Crib-Bedding/526477)

Items 1 - 17 of 17 – Custom designed to fit the smaller proportions of our **portable cribs**, this 3-piece set offers safety, sweet looks an...

[Porta Crib Bedding](#) [Bedding](#) [Baby](#) [Bed Bath & Beyond](#)

Ok, keep in mind that ideally, we want to place in one of the top three spots. However, the chance to land anywhere on the first page (assuming there's enough traffic) is usually worth the effort.

Let's begin by analyzing the first three results, as that's our target.

First, remember Google™ will sometimes place unique galleries and paid placements at the top of search results. Skip over these. We want to analyze the actual organic results.



Here are the first three results:

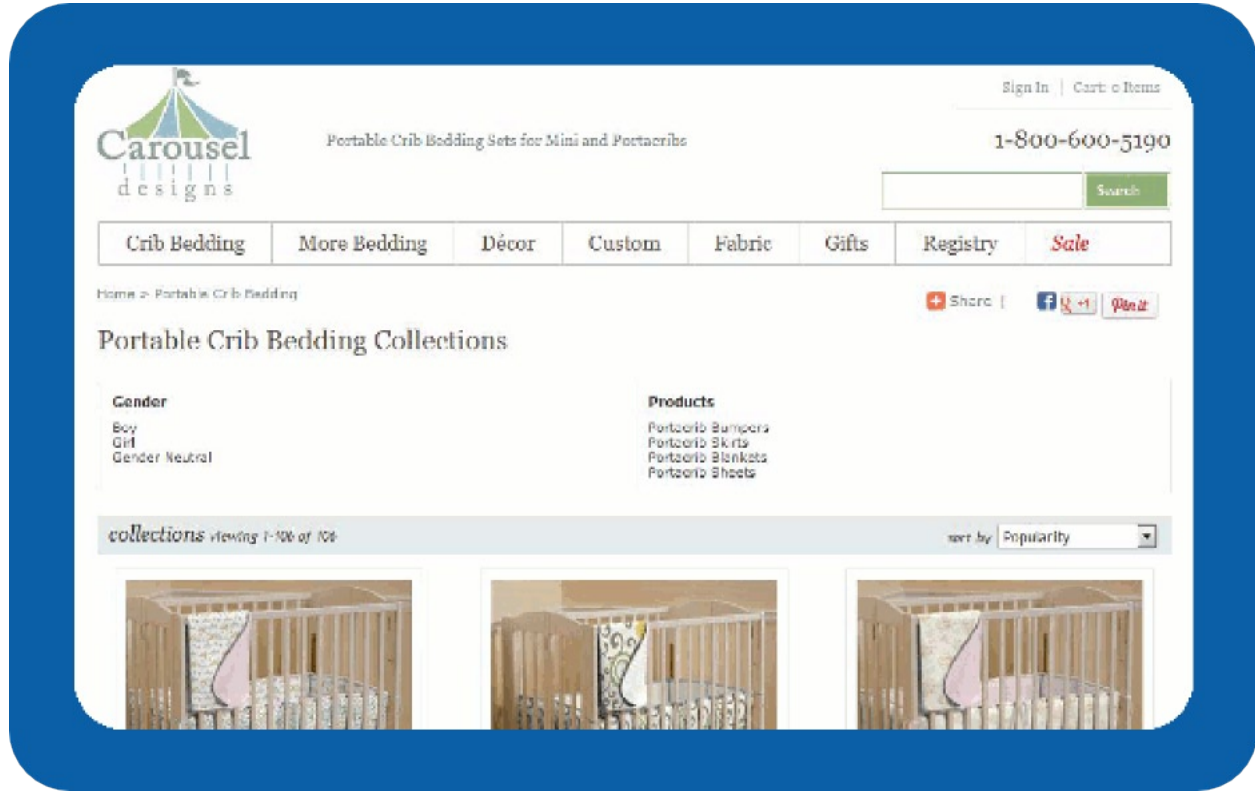


Ok, this is both good and bad. In part, we like these results since they're from bigger companies like Toys "R" Us™ and Walmart™, who don't solely market and sell portable crib bedding. However, there's also a problem here.

Walmart™ and Babybedding.com have the keyword we're trying to rank for in the title, page and the URL. That's not good. However, beating out Toys "R" Us™ looks pretty promising. They haven't optimized this page very well.

We're not going to beat Babybedding.com. Clicking through we can see that this isn't some advertiser or lead generation site. This is an ecommerce store that sells baby bedding. Google™ likes that.





We do have a shot at displacing Walmart™ and Toys “R” Us™ though.

Let’s look a little further down the page.

Alright, the rest of these results look pretty good for us.



### [Portable Crib Bedding - Bedding - Babies "R" Us](#)

[www.toysrus.com](http://www.toysrus.com) › Home › Nursery › Bedding

Check out our line of convenient **portable cribs** and **portable bedding** for baby. We also carry **portable crib** sheets and accessories at great prices everyday.

↳ CoCaLo Snickerdoodle Porta ... - Baby Doll Pique Port-A-Crib ...

### [Portable Crib Bedding | Mini Crib Bedding Sets | Carousel Designs ...](#)

[www.babybedding.com/portable-crib-bedding?p=all](http://www.babybedding.com/portable-crib-bedding?p=all)

**Portable Crib Bedding** by Carousel Designs. Unique mini crib bedding sets for boy or girl. - All.

↳ Portable Crib Skirts - Portable Crib Sheets - Portable Crib Blankets

### [Walmart.com: Baby: Bedding & Decor: Cradle & Portable Crib Bedding](#)

[www.walmart.com/cp/Cradle-Portable-Crib-Bedding/526477](http://www.walmart.com/cp/Cradle-Portable-Crib-Bedding/526477)

Items 1 - 16 of 16 – Custom designed to fit the smaller proportions of our **portable cribs**, this 3-piece set offers safety, sweet looks an...

### [Porta Crib Bedding, Bedding, Baby - Bed Bath & Beyond](#)

[www.bedbathandbeyond.com](http://www.bedbathandbeyond.com) › Baby › Bedding

Shop for **Porta Crib Bedding**, Bedding, Baby at Bed Bath & Beyond. Brands include BB Basics, BreathableBaby, Lambs & Ivy, Tadpoles.

### [Amazon.com: Lambs & Ivy Raspberry Swirl Mini Crib Set: Baby](#)

[www.amazon.com](http://www.amazon.com) › ... › Nursery Bedding › Crib Bedding › Bedding Sets

★★★★★ 4 reviews - \$69.99 - In stock

Pam Grace Creations **Portable Crib Bedding**... by Pam Grace Creations. \$49.99.

Lambs Ivy Raspberry Swirl 6-PC Set by Lambs Ivy. 4.6 out of 5 stars (13) ...

### [porta crib bedding, bedding - buybuy BABY](#)

[www.buybuybaby.com/stylePage.asp?RN=7222](http://www.buybuybaby.com/stylePage.asp?RN=7222)

Shop for **porta crib bedding**, bedding at buybuy BABY. Brands include BB Basics, BreathableBaby, Lambs & Ivy, Tadpoles.

### [Portable Crib Bedding | Porta Crib Bedding Sets | ABaby.Com](#)

[www.ababy.com](http://www.ababy.com) › Bedding



We have an Amazon.com™ page, a Nextag™ page, and a Bed Bath and a Beyond™ page. Unfortunately, there are a few more root domain pages which are mostly stores selling crib bedding.

A final consideration here is that there are a lot of pages with the exact term '*portable crib bedding*'. We don't like that. However, there are also number of weak pages. So we definitely wouldn't rule out this keyword as an opportunity.

Finally, check out that last listing on the page.

[Fitted Crib Sheets, Portable Crib Sheets, Bassinett Sheets and more ...](https://www.babymallonline.com/catalog/crib_sheets.php)

[https://www.babymallonline.com/catalog/crib\\_sheets.php](https://www.babymallonline.com/catalog/crib_sheets.php)

Our **Crib Sheet** section includes a variety of different sizes for standard size and **portable cribs**, bassinets, cradles and pack n plays. We even carry a few baby ...

Our keyword, 'portable crib bedding' isn't in the title, domain or page. Even without proper SEO work, they've still managed to hit page one (albeit at the bottom.)

This is a situation in which we might want to double check the second page of search results, just to see if they are strong or weak.

Page two has Sears.com™, a tumblr account, and another Nextag link. So, with that information, we would say this domain and keyword are worth buying.

Here at [AdSense Flippers](#), we rate our first page evaluations and then have either Justin or Joe double check them. We rate first page potential on a scale of 1 to 5. Five being desirable and easy to rank for, 1 being very difficult to rank for. We would call this one a strong 4 or maybe a weak 5.

So, let's go back to our spreadsheet and enter that evaluation.

Country	Chance to Rank
USA	5



## STEP 10: BUY THAT DOMAIN!

That's it! We can now safely purchase this domain and move onto [hosting](#) and [site building](#).

In the interest of being thorough though, let's go over a few other examples of first page evaluation.

Here's another keyword we found not long ago.

Keyword: *'champagne gift baskets'*

I went through the entire process described above. Here's the spreadsheet with all the collected data.

KEYWORD	SEARCHES (EXACT)	PHRASE TO BROAD	SEO COMPETITION	ADWORDS CPC	SEO VALUE	DOMAIN AVAIL.	ADWORDS COMP.	COUNTRY
cham- pagne gift baskets	720	52.6	493k	3.30	23.76	.org	5	USA

Looks fairly promising, right?

There is an ok level of traffic, relatively high CPC, and great SEO Value. Lastly, the domain sounds halfway decent.

So, let's do our first page evaluation.



**Champagne Gift Baskets by GiftTree**

[www.gifttree.com/...Gift\\_Baskets/Champagne\\_Gift\\_Baskets-Wine\\_Gi...](http://www.gifttree.com/...Gift_Baskets/Champagne_Gift_Baskets-Wine_Gi...)

Items 1 - 20 of 23 – Shop GiftTree for an elegant selection of **champagne gift baskets** for your next occasion or holiday. GiftTree's **champagne gift baskets** are filled ...

**Champagne Gift Baskets at GiftTree.com**

[www.gifttree.com/.../Gift\\_Baskets/Champagne\\_Gift\\_Baskets-Gift\\_Bas...](http://www.gifttree.com/.../Gift_Baskets/Champagne_Gift_Baskets-Gift_Bas...)

Items 1 - 20 of 24 – Choose from GiftTree's variety of **champagne gift baskets** and make a lasting memory. Our **champagne gift baskets** are filled with delicious ...

**Champagne Gift Baskets**

[www.gourmetgiftbaskets.com/Champagne-Gift-Baskets.asp](http://www.gourmetgiftbaskets.com/Champagne-Gift-Baskets.asp)

9 items – Now you can Send **Champagne Gift Baskets** that include the best champagnes for your friends, family, and business associates. From the ultimate in gifts ...

**Wine, Wine Gifts, Buy and Order Wine Online, Wine Gift Baskets ...**

[www.wine.com/](http://www.wine.com/)

Buy wine, wine **gifts**, and **baskets** at Wine.com, the #1 rated online wine store. ... Silver Oak Trophy Reds Wine Gift .... **Champagne & Sparkling** by Savings ...

**Champagne Gifts at Wine Country Gift Baskets**

[www.winecountrygiftbaskets.com/gift\\_basket.../GIFT\\_BASKETS/...](http://www.winecountrygiftbaskets.com/gift_basket.../GIFT_BASKETS/)

Experience the tradition of gift giving with romance, elegance and quality. Send a **champagne gift basket** pared with gourmet food for that special occasion.

**Champagne Gift Baskets, Champagne and Chocolate Gift ...**

[www.simplyclassicgiftbaskets.com/champagne\\_gift\\_baskets.htm](http://www.simplyclassicgiftbaskets.com/champagne_gift_baskets.htm)

**Champagne Gift Baskets** and Champagne Gifts from Simply Classic Gift Baskets. Shipping nationwide.

Ooooouu... Not good.

Almost every single result is a relevant, root domain with the keyword in the domain, title and on the page. Plus, most of these sites are actually selling champagne gift baskets. No good.

Remember, we're shooting for low hanging fruit here. Even if you find a term you like, you have to keep in mind that you're going to invest time and money into the site. If it isn't likely to yield significant returns with little effort, it's not worth pursuing.



We would give this keyword a first page evaluation of '1'.  
 Lets look at one more, just to make sure you've got it down.

Keyword: 'garbage trucks for sale'  
 And, the data.

KEYWORD	SEARCHES (EXACT)	PHRASE		SEO COMPETITION	ADWORDS CPC	SEO VALUE	DOMAIN AVAIL.	ADWORDS COMP.	COUNTRY
		TO	BROAD						
garbage trucks for sale	880		44.4	529k	2.06	18.13	.org	5	USA

Ok, so nothing really jumps out at us as being problematic here. Let's do our first page evaluation.

There are times you will come across a keyword that has an excellent domain available with a high number of searches, great cpc, great advertiser competition, etc. The only problem is that the site looks more difficult to rank. You can consider setting up a side-project where you purchase these domains and then turn around and offer them for sale to others. While we are looking for low-hanging fruit, there are others that would love to take a stab at this highly profitable keyword. You're saving them time by finding it for them and they're likely willing to pay for that.



**Garbage Trucks | Trash Trucks | Refuse Trucks | New-Used Garba...**

[www.trucks.com/](http://www.trucks.com/)

New and Used **Garbage Trucks For Sale**, Trash Trucks & **Refuse Trucks For Sale**, Garbage Trucks Parts, Refuse Equipment, Garbage Truck Rentals and Trash ...

**TrashTrucksOnline - Garbage Trucks For Sale, Trash Trucks, Refuse ...**

[trashtrucksonline.com/](http://trashtrucksonline.com/)

**Garbage trucks**, used **garbage trucks**, new **garbage trucks**, **trash trucks**, roll off trucks, refuse hauling equipment and trash collection equipment, for **sale**, to buy, ...

↳ Garbage trucks - Roll off trucks - Search - Container Delivery

**Refuse Trucks & Garbage Trucks for Sale, Garbage Truck Parts**

[www.rdk.com/](http://www.rdk.com/)

Supplies **garbage**, roll-off and recycling **trucks**, and specialty equipment for the waste collection and recycling industry. Based in Tampa, FL.

**Garbage Trucks For Sale**

[www.garbagetruckforsale.net/](http://www.garbagetruckforsale.net/)

**Garbage Trucks for sale**. We have a wide selection of used **garbage trucks for sale** all over the USA & Canada.

**Garbage Trucks For Sale, Trash Trucks For Sale, Refuse Trucks ...**

[www.tomstrucksales.com/](http://www.tomstrucksales.com/)

**Garbage Trucks For Sale**, **Trash Trucks For Sale**, Roll Off Trucks For Sale, Front Loaders, Rear Loaders, Side Loaders, Roll Offs, Hook Lift Trucks, New Way ...

**WasteMag.com Magazine, Garbage Trucks For Sale, Trash Trucks ...**

[www.wastemag.com/](http://www.wastemag.com/)

WasteMag.com Magazine and website is the Waste Industry's place for **garbage trucks for sale**, **trash trucks for sale**, Waste Equipment for sale.



Ahhh, this is a tough one. It looks a little dicey. We have a fair amount of root domains, but something catches my eye right off the bat.

[Garbage Trucks | Trash Trucks | Refuse Trucks | New-Used Garba...](#)

[www.trucks.com/](http://www.trucks.com/)

New and Used **Garbage Trucks For Sale**, Trash Trucks & **Refuse Trucks For Sale**, Garbage Trucks Parts, Refuse Equipment, Garbage Truck Rentals and Trash ...

[TrashTrucksOnline - Garbage Trucks For Sale, Trash Trucks, Refuse ...](#)

[trashtrucksonline.com/](http://trashtrucksonline.com/)

**Garbage trucks**, used **garbage trucks**, new **garbage trucks**, **trash trucks**, roll off trucks, refuse hauling equipment and trash collection equipment, for **sale**, to buy, ...

↳ [Garbage trucks](#) - [Roll off trucks](#) - [Search](#) - [Container Delivery](#)

[Refuse Trucks & Garbage Trucks for Sale, Garbage Truck Parts](#)

[www.rdk.com/](http://www.rdk.com/)

Supplies **garbage**, roll-off and recycling **trucks**, and specialty equipment for the waste collection and recycling industry. Based in Tampa, FL.

[Garbage Trucks For Sale](#)

[www.garbagetruckforsale.net/](http://www.garbagetruckforsale.net/)

**Garbage Trucks for sale**. We have a wide selection of used **garbage trucks for sale** all over the USA & Canada.

[Garbage Trucks For Sale, Trash Trucks For Sale, Refuse Trucks ...](#)

[www.tomstrucksales.com/](http://www.tomstrucksales.com/)

**Garbage Trucks For Sale**, **Trash Trucks For Sale**, Roll Off Trucks For Sale, Front Loaders, Rear Loaders, Side Loaders, Roll Offs, Hook Lift Trucks, New Way ...

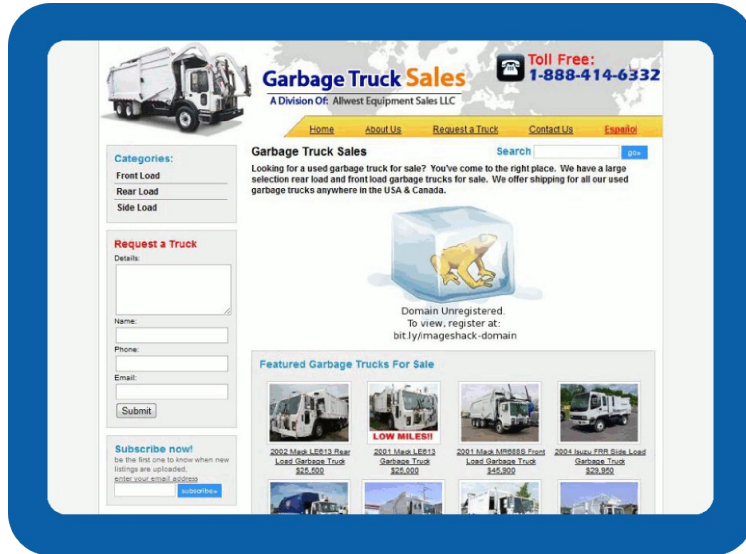
[WasteMag.com Magazine, Garbage Trucks For Sale, Trash Trucks ...](#)

[www.wastemag.com/](http://www.wastemag.com/)

WasteMag.com Magazine and website is the Waste Industry's place for **garbage trucks for sale**, **trash trucks for sale**, Waste Equipment for sale.

This looks like it could be a niche site, advertising site or lead generation site. That would be a good sign, especially if it was a relatively new domain. Let's click on this bad boy and see what kind of site we're up against.





**! HOT TIP**

(You can use **Long Tail Pro** to evaluate domain age.)

Bummer, doesn't look too good. These people probably actually sell garbage trucks. There's a phone number here, so if this was a hot domain that you were on the rocks about, you could always call to see if it's a legit company or just some spam site. We think the former though. Let's go back to our search results.

[Refuse Trucks for Sale | Used Refuse Trucks on Oodle Marketplace](#)  
[vehicles.oodle.com > Commercial Trucks](#)

Find **Refuse Trucks for Sale** on Oodle Marketplace. Join millions of people using Marketplace on Facebook and Oodle to find unique car parts, used trucks, used ...

[Garbage Truck / Refuse Truck for sale. Custom manufacturing of ...](#)  
[www.mcneilusgarbagetrucks.com/](#)

McNeilus **garbage trucks** and **garbage truck** parts are backed by nationwide service, we can meet all your **garbage truck** needs.

[Garbage Trucks For Sale - Classified Ad Listings - New Garbage ...](#)  
[www.garbagetrucksforsale.com/](#)

**Garbage Trucks For Sale** - classified ad listings of **garbage trucks for sale**. Buy or sell a new garbage truck or used garbage truck. **Garbage Trucks For Sale** ...



There's one subdomain from oodle.com, so that's encouraging. We've also got a classifieds site, [garbagetrucksforsale.com](http://garbagetrucksforsale.com).

These kinds of results are the most difficult to determine, as they look like they have some potential, but not as much as you might like to see. Ultimately, we would rate the potential to rank for this term as average, a '3' in our book.

Sometimes if we find a '3', we will go back and look at the numbers for this keyword. If there's some kind of significant incentive to take a risk and give it a shot, we might [pick up the domain](#) and build the site. Let's go back and have a look at that.

## ! HOT TIP

If you want to get more granular and specific with your research, you can use a tool called **Open Site Explorer** to evaluate the backlinks of a specific site. So, if you find a site that looks like a lead generation or advertising site (indicating that ranking for this term isn't too difficult), you can evaluate its backlinks and attempt to mirror their efforts (giving you similar rankings).

([Click here](#) for your free 30 day Trial of **Open Site Explorer**.)

KEYWORD	SEARCHES (EXACT)	PHRASE TO BROAD	SEO COMPETITION	ADWORDS CPC	SEO VALUE	DOMAIN AVAIL.	ADWORDS COMP.	COUNTRY
garbage trucks for sale	880	44.4	529k	2.06	18.13	.org	5	USA

Eh, nothing too compelling here. If we had an SEO Value of \$200 (it happens), or a traffic volume of 10,000 Exact Match Local, that would be a different story perhaps. But, we probably won't pick this one up.



## TRIPLE YOUR KEYWORD RESEARCH EFFORTS WITH LONG TAIL PRO

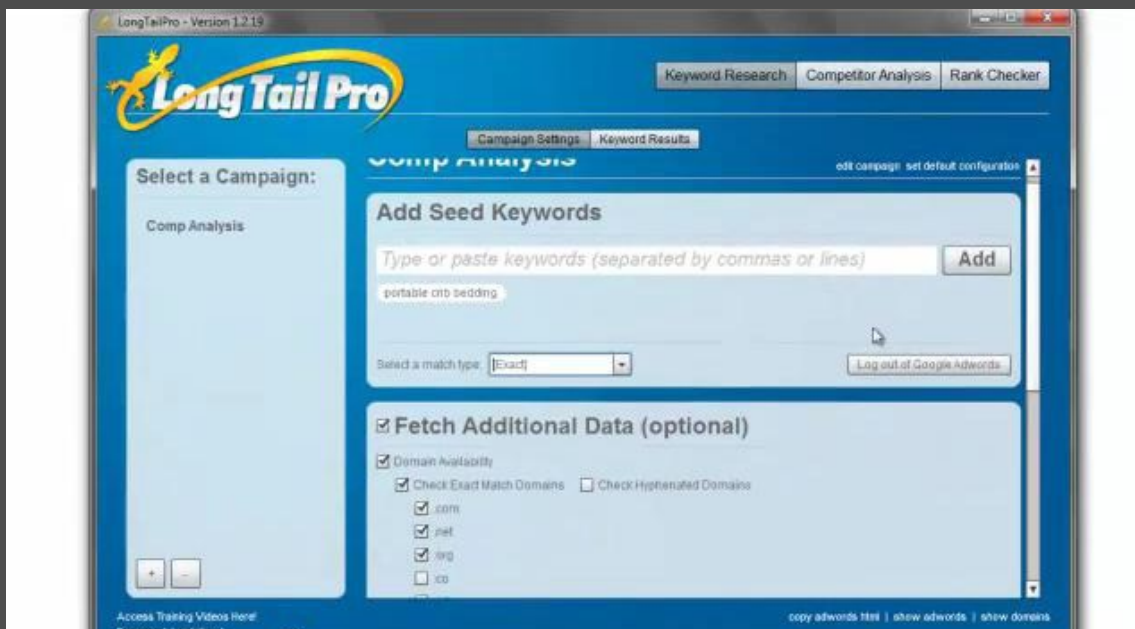
While it's great to understand how to do things the manual way, we stick with using [Long Tail Pro](#) for 95% of our keyword research. [Long Tail Pro](#) will sort your keywords based on domain availability, local exact searches and CPC. Plus, it will compile Google's™ first page results, and even analyze how many links are pointing to your competitor's pages.

We don't know the exact math, but having all of these features wrapped into one tool probably triples our keyword research speed. Without [Long Tail Pro](#), we would probably have to have three or four agents working JUST on Keyword Research. With this tool, we can achieve the same volume of research with one employee (we also use a contractor on occasion).

You really can't beat this tool. Check out the video below to see it in action.

### VIDEO - LONG TAIL PRO

[Click Here to Watch](#)





## KEYWORD RESEARCH CONCLUSION

Hopefully you've taken some valuable information away from this section. Remember, you need to start your sites off right, and doing so means picking intelligent keywords and domains. Don't hamper or sabotage your results by picking extremely competitive keywords, or worse yet, not doing any upfront analysis.

Keyword research is absolutely one of the most fundamental components of our success overall, we would not be regularly selling sites and generating profits if we weren't picking decent domains. Remember, *'low hanging fruit'*.



# AD\$ENSE FLIPPERS

## CHAPTER 2

### CONTENT CREATION

#### OVERVIEW

Now that you've got your domains registered, it's time to start getting your content created. You don't want to put your sites live and displaying ads without any content on them, or you risk having your AdSense™ account flagged and banned.

We're going to write (or have written for us) five different pieces of content:

One article for your primary keyword (that's what your domain is), one article for each secondary keyword, and two supporting articles. We'll explain this more later on.

	ARTICLE 1	ARTICLE 2	ARTICLE 3	ARTICLE 4	ARTICLE 5
KEYWORD	Primary Keyword	Initial Secondary Keyword	Initial Secondary Keyword	Relevant Secondary Keyword	Relevant Secondary Keyword
	↓	↓	↓	↓	↓
LONG TAILS	'long tail keyword, long tail keyword, long tail keyword, primary keyword	'long tail keyword, long tail keyword, long tail keyword, primary keyword	'long tail keyword, long tail keyword, long tail keyword, primary keyword	NONE	NONE



Many of you are likely working on your own, and, you can certainly write the articles yourself. However, given how inexpensive content is, we highly recommend that you [outsource it](#). In this section we'll outline what your content needs to have in it, as well as the process we use to have it outsourced.

Before you can go about writing or [outsourcing](#) your content though, you'll need to do a little more keyword research.

## **SECONDARY KEYWORD RESEARCH**

You've already done fairly extensive research on your primary keyword (which, incidentally, is also your domain). Ultimately, that's where we're putting most of our faith and effort, as we know that we're likely going to be able to rank well for that word.

That being said, it wouldn't be prudent to write content without any consideration for both related keywords and [long tail keywords](#). Secondly, we're going to have to write our articles about something, so they might as well be targeting other search terms that have something to do with our primary keyword and article.

This is where your secondary keyword research comes in. We're going to search for two secondary keywords based on their search volume and general potential for profitability. We'll then search for two other terms that revolve more around quality content. (So, four terms in total.)

## **INITIAL SECONDARY KEYWORDS**

To find your initial secondary words, type your primary keyword into the AdWords Keyword Research Tool (or [Long Tail Pro](#)), and start sorting through the list of returned items.

For this example, we'll go back to 'portable crib bedding'. Don't forget to search by 'exact' match.



Search terms (1)

1 - 1 of 1

<>

Keyword

Competition

Global Monthly Searches

Local Monthly Searches

Approximate CPC (Search)

☆ [portable crib bedding]

High

1,300

1,000

\$0.87

Keyword ideas (800)

1 - 50 of 800

<>

Keyword

Competition

Global Monthly Searches

Local Monthly Searches

Approximate CPC (Search)

☆ [portable crib bedding]

High

1,300

1,000

\$0.87

☆ [portable crib bedding sets]

High

320

260

\$0.94

☆ [crib bedding]

High

27,100

22,200

\$1.09

☆ [portable crib sheets]

High

260

260

\$0.78

☆ [portable crib bedding set]

High

170

170

\$0.74

☆ [mini crib bedding]

High

2,400

2,400

\$0.69

☆ [portable crib sheet]

High

58

58

\$0.83

☆ [baby crib bedding]

High

6,600

5,400

\$1.00

☆ [portable crib bumper]

High

58

58

\$0.68

As we scroll through the results, we're looking for a term that has a minimum of 800 local searches and an average CPC of at least \$.80. Occasionally you won't be able to find another word that meets this criteria. If this happens, either adjust your original term slightly, e.g., leave the 'portable' out of *'portable crib bedding'* or select a term that meets our criteria as closely as possible.

Do your best to find a term that is actually related to your original keyword. So, for example, the keyword *'baby stores'* comes up in the results for *'portable crib bedding'*. I could select this as a secondary keyword, but it doesn't really make logical sense within the context of our site.

Looking a little further down, *'baby crib bedding'* makes a lot more sense. *'Baby crib bedding'* has a local search volume of '5400' and an average CPC of \$1.04.

Let's pick one more secondary. Let's go with *'crib bedding sets'* I like that one.



## LONG TAIL RESEARCH

Now we need to go back and do long tail keyword searches for our main keyword, *'portable crib bedding'* and our secondary keywords, *'baby crib bedding'* and *'crib bedding sets'*

For each keyword, we're going to collect three terms that will get sprinkled into the articles that are written for the secondary keywords. These are called *'long tail'* keywords, and are designed to help our content be more relevant. Consequently, they need to be closely related to the articles primary keyword, but also more specific. Let's look at our results for *'baby crib bedding'*.

Let's start with our primary keyword.

Word or phrase	portable crib bedding
Website	www.google.com/page.html
Category	Apparel

☒ Only show ideas closely related to my search terms

[Advanced Options and Filters](#) Locations: United States

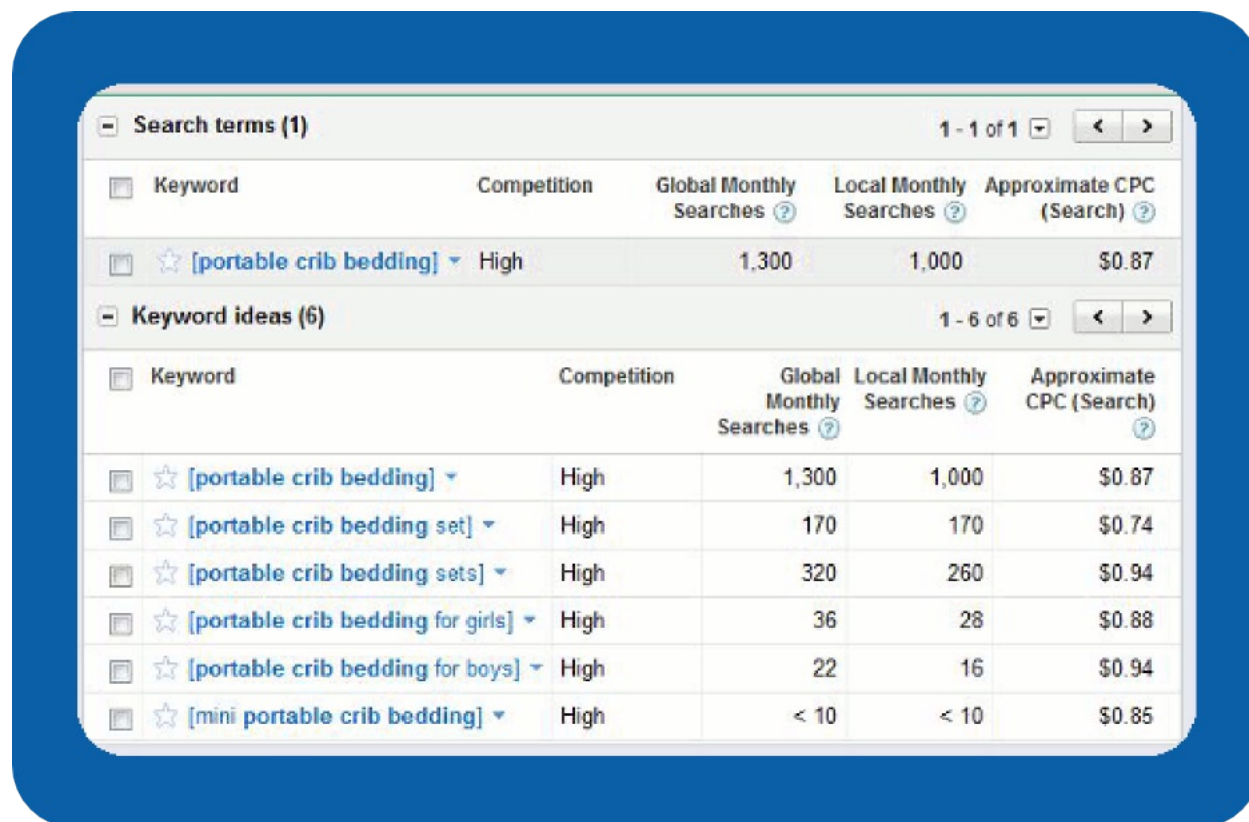
### CLOSELY RELATED TERMS ONLY

Type *'portable crib bedding'* into the keyword research tool.

This time, select both *'exact'* match search and check the box that says "Only show ideas closely related to my search terms"



We don't actually get that many terms back, this isn't uncommon. So, let's just select the ones that make sense.



The screenshot shows a keyword research tool interface with two main sections: 'Search terms (1)' and 'Keyword ideas (6)'. Both sections display a table with columns for Keyword, Competition, Global Monthly Searches, Local Monthly Searches, and Approximate CPC (Search). The 'Search terms' section shows one result for '[portable crib bedding]' with high competition and 1,300 global searches. The 'Keyword ideas' section shows six related terms, including '[portable crib bedding set]', '[portable crib bedding sets]', '[portable crib bedding for girls]', '[portable crib bedding for boys]', and '[mini portable crib bedding]', all with high competition and varying search volumes.

Search terms (1)				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
[portable crib bedding]	High	1,300	1,000	\$0.87

Keyword ideas (6)				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
[portable crib bedding]	High	1,300	1,000	\$0.87
[portable crib bedding set]	High	170	170	\$0.74
[portable crib bedding sets]	High	320	260	\$0.94
[portable crib bedding for girls]	High	36	28	\$0.88
[portable crib bedding for boys]	High	22	16	\$0.94
[mini portable crib bedding]	High	< 10	< 10	\$0.85

We'll go with 'portable crib bedding sets', 'portable crib bedding for girls', and 'mini portable crib bedding'.

Now let's move on to the long tails for our secondary keywords.

Type 'baby crib bedding' into your keyword research tool.

Here are my selections:

'baby boy crib bedding, baby girl crib bedding, modern baby crib bedding'

We selected these terms not so much based on their search volume, but on their relevance. However, we don't want to ignore the numbers either. Why don't you go ahead and search for 'crib bedding sets', and see if you can come up with your own long tails.



## SECONDARY KEYWORD RELEVANCE

Finally, we just need two more keywords for our site. (remember, we're going to have five different articles written, and each article will focus on one keyword).

For these final two keywords, we aren't concerned about search volume, CPC or SEO Value. In fact, we're not going to do any keyword research at all. We're simply going to do a Google search for our primary keyword, '*portable crib bedding*', and see if we can come up with ideas for useful content.

Most of the sites listed when we search for our term, '*portable crib bedding*' are actually selling crib bedding. What if we wrote an article on the different types of crib and bedding styles? That might be useful for people who are searching for bedding. So, let's make one of our next keywords: *Crib Bedding Styles and Designs*

And for our last keyword, we'll use '*Portable Crib Bedding and Sizes*'. Maybe our readers would find some information on buying the correct size sheets useful.



## KEYWORD WRAP-UP

Ok, so here's a visual representation of all our keywords and how they will actually be used in our five articles.

	ARTICLE 1	ARTICLE 2	ARTICLE 3	ARTICLE 4	ARTICLE 5
KEYWORD	Portable Crib Bedding	Baby Crib Bedding	Crib Bedding Sets	Crib and Bedding Styles and Designs	Portable Crib Bedding Sizes
	↓	↓	↓	↓	↓
LONG TAILS	portable crib bedding sets, portable crib bedding for girls, and mini portable crib bedding.	baby boy crib bedding, baby girl crib bedding, modern baby crib bedding, portable crib bedding	crib bedding sets for girls, portable crib bedding sets, organic crib bedding sets, portable crib bedding	<b>NONE</b>	<b>NONE</b>



## CONTENT OVERVIEW

You are going to write (or order) five different pieces of content, including the following:

1. A primary article with your main keyword and three long-tail keywords
2. A secondary article containing your primary keyword and long tails for your secondary.
3. A secondary article containing your primary keyword and long tails for your secondary.
4. A secondary article based on something useful (no long tails) - include your primary keyword.
5. A secondary article based on something useful (no long tails) - include your primary keyword.

## PRIMARY CONTENT CREATION

Generally we've found that the more content you place on a site, the more traffic it tends to get. While some niche site creators add hundreds of articles to their sites (targeting hundreds of keywords on the same domain), we build hundreds of sites and just add a few articles to each. Hoping to rank very well for ONE primary term. While that's our goal, we also end up ranking for some long tail keywords as well.

The main article for your site (which will go on your homepage) is called your 'primary content'.

### Here are the guidelines we have in place for our primary content:

- 500 words minimum (we are experimenting with longer, 800-1000 word primary content)
- Must be 100% unique
- Must pass Copyscape
- Main keyword (same as domain) used four times in the article.
- Main keyword must be in opening paragraph
- Main keyword must be in title
- Should include three long-tail keywords that make semantic sense.
- Main keyword should be in bold and italicised (where appropriate).

Generally you want your primary content to be well written, informative, and non-spammy. While this type of content is a little more expensive and time consuming to produce, you will end up with better CTR on your ads if people actually spend some time on your site (usually skimming your content until they see an ad that interests them more).

Here is a sample article that outlines the exact structure we use. This is important as you will need all these bits and pieces when you setup your site later on.

**Download:** [Primary Content Sample](#)



## SECONDARY CONTENT CREATION

Our secondary content is not dissimilar to our primary content, except that we tend to accept work that is of slightly lower quality. We do this to save on the cost associated with creating hundreds of sites. We can get decent secondary content for \$2 - \$3 per 400 words.

### The guidelines for secondary content:

- 400 words minimum
- Must be 100% unique
- Must pass Copyscape
- Secondary keyword used a few times in the article
- Secondary keyword must be in title
- Initial Secondary articles should have three long tail keywords in the article
- Relevant Secondary articles do not need any long tails
- Keywords should be in bold and italicised where appropriate.

**Download:** [Secondary Content Sample](#)

## ORDERING CONTENT

It's important that you have an efficient and systematized process for ordering and reviewing content, otherwise you could easily spend as much time ordering and editing content as you would have just writing it yourself.

We do NOT recommend you hire content writers directly as part of your organization. While it sounds like a good idea, in practice we've found that the volume of writing ends up burning your employees out. Instead, hire VAs to order and edit the content that comes back from writing contractors.

## PROVIDERS

We use multiple providers for our niche site content. Here are some of the ones we like best:

- [Fiverr](#)
- [Textbroker](#)
- [lwriter](#)

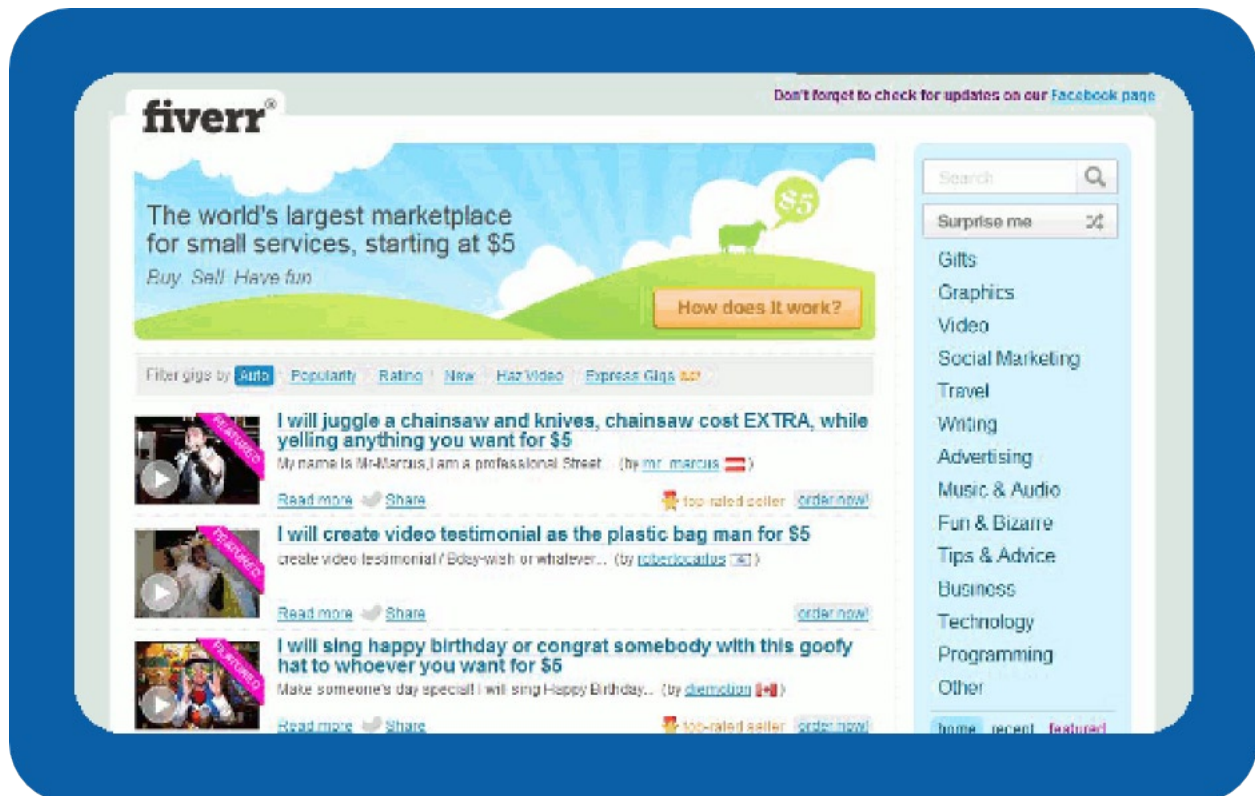
For this guide, we're going to show you how to order content effectively through both Fiverr and lwriter. You can also check out our [podcast about ordering site content](#) or take a look at our [blog post about this as well](#).



## ORDERING CONTENT THROUGH FIVERR

Getting started with Fiverr is a bit tricky as it requires some work up front. Once you have a list of regular providers that you know are good, you'll be able to get content here much faster. And, you will have less people flaking on you.

In the beginning though, expect around 50% of the people you work with to never actually deliver. It's a pain, but something you will likely have to deal with.



First, create an account with Fiverr and link it to your PayPal™ account. This will allow you to order jobs, or, what are called 'gigs' on Fiverr.



Next, you want to go to the search bar and start looking for providers.

Type in some kind of phrase like, "I will write an article". This will yield you hundreds of providers that do writing gigs on Fiverr. The best way to sort them is by rating. Never use a provider that hasn't been rated before. Ideally, you want someone that has numerous positive ratings.

For your primary article, we recommend you look for a provider that will write you one, 500 word article for \$5. Quality isn't as important on your secondary articles, so we will commonly look for providers willing to write two, 400 word articles for \$5 (\$2.50 each).

## ! HOT TIP

On our email list, we regularly update you as to some of the Fiverr users we have been using and go into more detail about our content strategy. [Click here to sign up!](#)

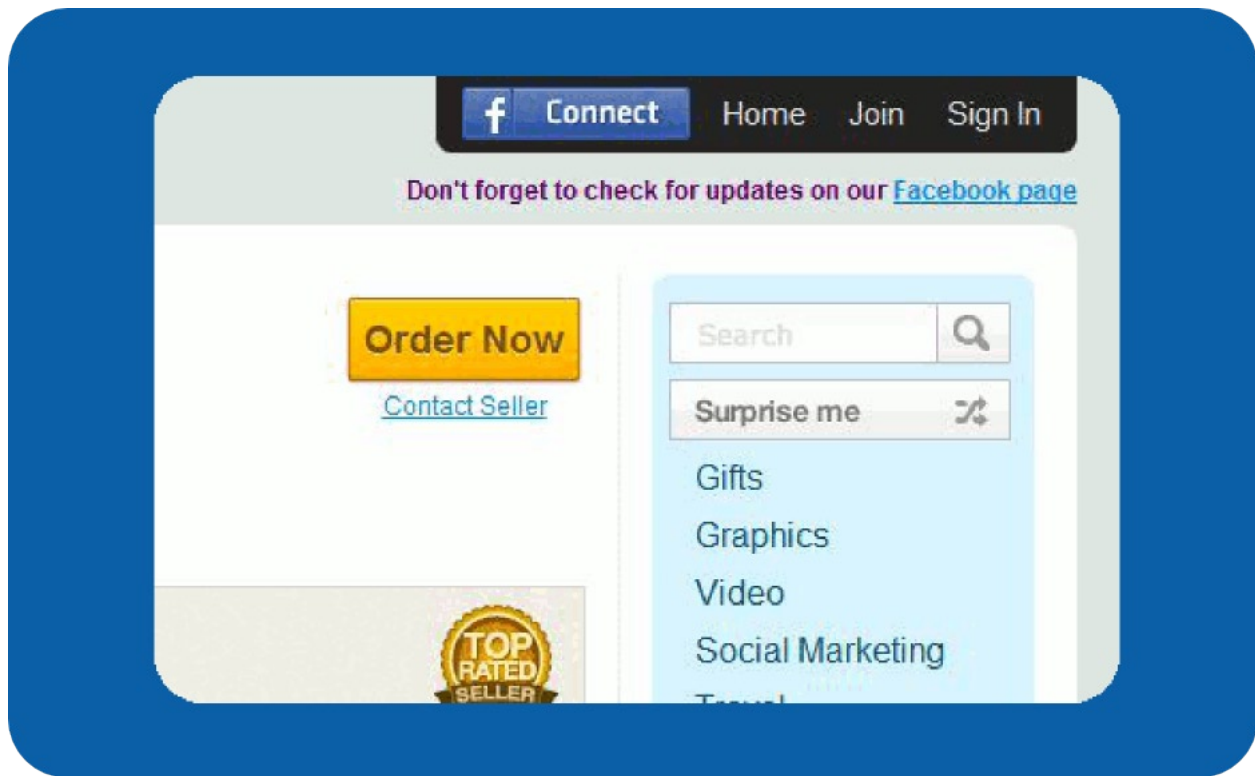
Once you click through to a provider, make sure you check to see what kind of workload they are currently under. You can check this by observing how many days it will be before they finish your job.



## DAYS TO COMPLETION

Often times quality providers will be backed up 10 days or more. Ultimately, it's up to you how long you're willing to wait. But keep in mind that the longer you wait to get content live on your site, the longer you will have to wait for it to mature and start making money.





Once you have a provider that you like, click 'order now' and follow the prompts.

We like to use a template for all of our orders, as it saves us quite a bit of time. Here's a copy of the Fiverr template we use to order our primary and secondary content pages from providers on Fiverr.

Obviously you will replace the red **CAPITALIZED** words with your own domain, keywords, etc...

## ORDERING CONTENT ON IWRITER

[Iwriter](#) is a desirable service because you don't actually have to pick the provider. You simply post your content requests and their host of writers will select and work on your job. Iwriter even runs the work submitted to you through Copyscape, which saves you some extra time.

## CONTENT TEMPLATES DOWNLOAD:

Primary Content  
Sample:

[Fiverr Primary Content  
Order Template](#)

Secondary Content  
Sample:

[Fiverr Secondary Content  
Order Template](#)



**Submit a new project**

Fill out the information below to have articles written by iWriters. You can view a tutorial video on creating a project by clicking [here](#).

**Balance information**  
 Current balance: **\$183.00**  
 If you have insufficient funds, here you can add money to

Project description:

Category:

Article length:

Article language:

Submit to:  
☒ Basic: All writers will see your request.  
☐ Premium: 4 to 5 star writers will see your request.  
☐ Elite: 4.6 to 5 star writers will see your request.

Keyword(s):  
 (Type each keyword on a new line)

Total project cost:  (\$3.00 per article)

There's no need for us to detail the order process with iWriter as it's pretty straightforward. Something to remember though is that, eventually, you will want to use this service to collect a list of qualified writers. Then, instead of putting your article requests out to ALL the writers on iWriter, you can specifically request writers you are familiar with.

## HONORABLE MENTIONS

There are many other content providers where you can get contractors to produce content for you. Sites like [Textbroker](#) or [Content Authority](#) basically all do the same thing. We've stuck with iWriter and Fiverr because of the pricing and the quality we've been able to get there (at relatively low cost). However, niche site building is a dynamic and ever-changing industry. If you want the latest and most up-to-date information regarding the content providers we're using or testing, [sign up to receive our email alerts here](#).



## EDITING CONTENT

When you get your content back from your provider, you or [someone on your team](#) is going to have to review it and get it ready for publishing on [your site](#). Editing can be pretty time consuming, which is why it's vital that (over time) you find and utilize providers that deliver quality content in a format that works for you.

First, make sure you use [Copyscape](#) to double check all of the written work that is submitted to you. It is extremely important that the articles which go on your site are unique. You don't want to post content copied from somewhere else on the Internet. This can be a bit time consuming, which is why we recommend [outsourcing this to an agent](#) you can find through a [service like Virtual Staff Finder](#).

If you find that a content provider has plagiarized another site and submitted the work to you, it's up to you whether or not you wish to ask them for a re-write, refund, or to simply move on. We will often ask for re-writes or money back since we have a [our agents](#) doing the negotiation on this. Want to figure out how to get your staff to do this for you? [Check out our post on building a rockstar VA team](#).

Once you get your content back and check it with Copyscape, you'll need to edit it. Here is the editing process that our content managers go through when they receive content back from a writer.

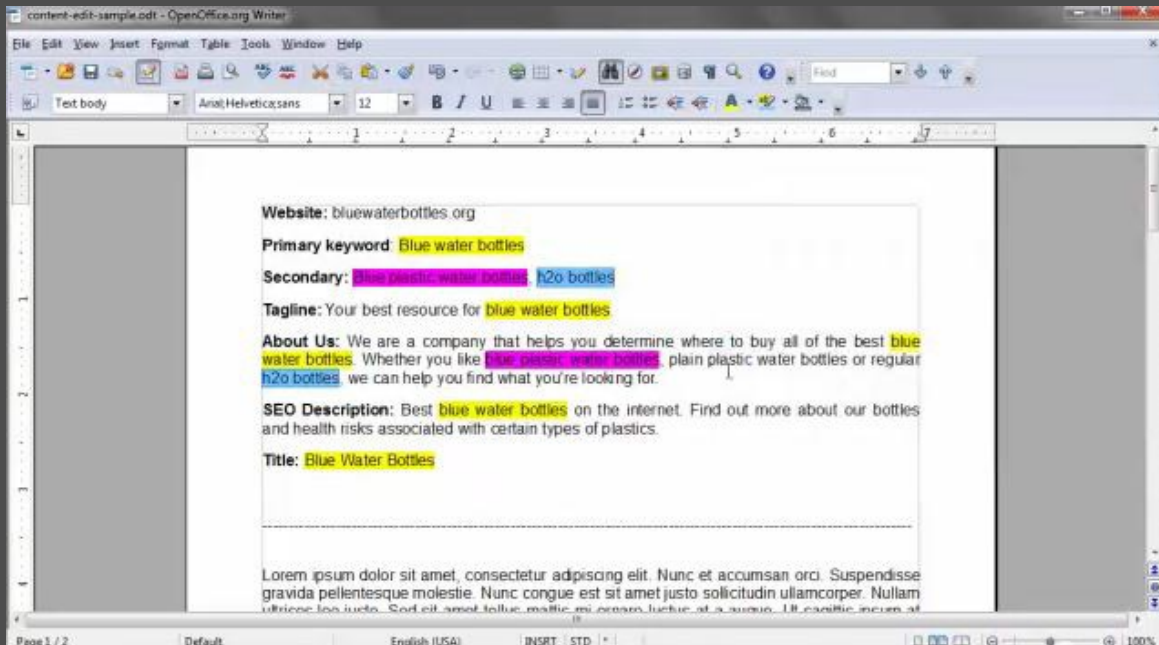
### ! HOT TIP

We recommend that when you're checking work in **Copyscape**, that you copy and paste the article one paragraph at a time (as opposed to pasting in the whole article and checking it). The longer the chunk of text you attempt to check in Copyscape is, the less stringent they are. So, if you check short bits (one paragraph at a time), you will catch more errors.



## VIDEO - EDITING CONTENT

[Click Here to Watch](#)





# **AD\$ENSE FLIPPERS**

## **CHAPTER**

### **HOSTING & SITE SETUP**

# 3

Now that you've got your domain(s) registered and your content written, it's time to get those sites online. Unfortunately, this process differs a bit from host to host, so we won't be able to show everyone exactly what they need to do to get their sites online. We will however, address both [GoDaddy](#) and [HostGator](#), as those are the two providers we use.

### **OVERVIEW**

So, let's start by going over the general process for setting up AdSense sites.

We register all of our domains with [GoDaddy](#). After they're registered, we point the nameservers to [HostGator](#), as that's where we actually host our sites. We recommend this setup because when you sell sites, a large portion of your buyers will already have accounts setup on [GoDaddy](#) or [HostGator](#). And, re-directing sites within the same system is generally much easier and less time consuming.



## SOFTWARE

We build our sites exclusively on the [WordPress](#) platform. In part, this is because we know Google™ looks at WordPress favorably. But, it's also a great tool that allows for a large part of our process to be automated. Lastly, because it has a fairly simple user interface, we don't have too much trouble teaching our employees how to conduct operations within the program.

Oh yeah - it's also free.

In order to get your niche site built, your first steps will be to get your site setup on a server and install WordPress. Again, we used to use [GoDaddy](#) to host all of our sites, but we've found [HostGator](#) is a bit faster. Your mileage may vary.

If you're just doing a few sites, you can use the simple 'one click' WordPress install that comes with most hosting accounts. We build 40 - 60 sites a week, so we use a slightly different process that we'll outline shortly.

Once your site is up, you'll have to upload your content, install some plugins, and optimize the pages. Generally, that entire process will take you 40 minutes to 1 hour, per site (depending on your familiarity with these tools).

After all of our content is added, we install our own custom theme ([IntelliTheme](#)), which helps us automatically optimize our AdSense earnings. But, we'll talk a little more about that a little later.



### NOTE:

Here's a list of all the plugins we use on each of our sites:

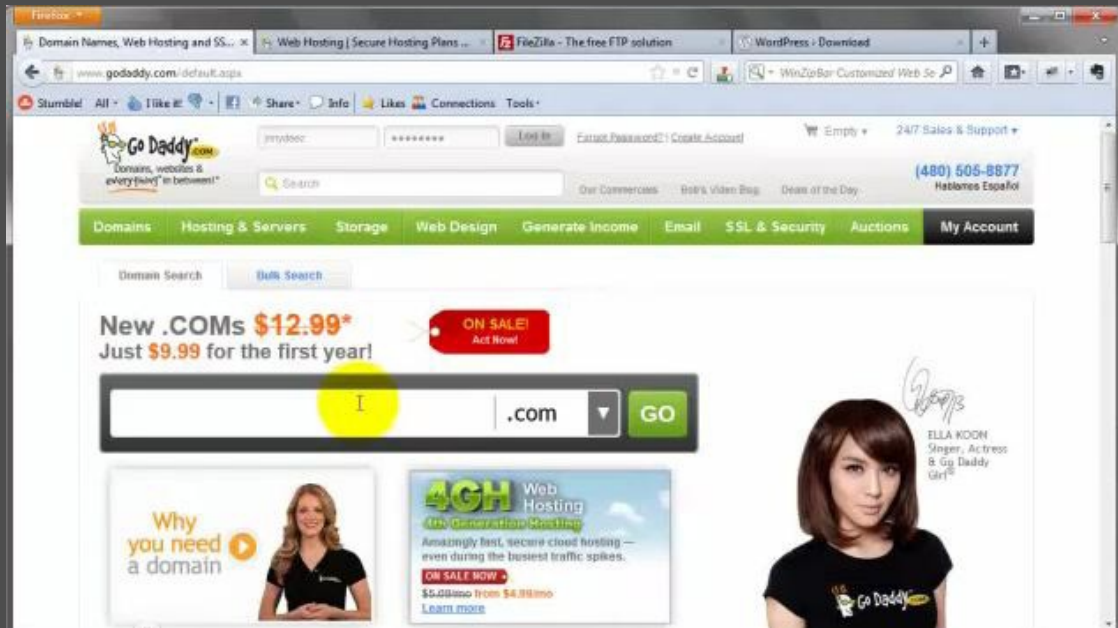
[All-in-one SEO Pack](#)  
[Contact Form 7](#)  
[Date Exclusion SEO](#)  
[DB Cache Reload Fix](#)  
[Hyper Cache](#)  
[Login Lockdown](#)  
[Manage WP - Worker](#)  
[Really Simple Captcha](#)  
[WP Security Scan](#)  
[XML Sitemap Feed](#)



## VIDEO - SITE SETUP ON GODADDY

[Click Here to Watch - Part 1](#)

[Click Here to Watch - Part 2](#)





## VIDEO - SITE SETUP ON HOSTGATOR

[Click Here to Watch - Part 1](#)

[Click Here to Watch - Part 2](#)

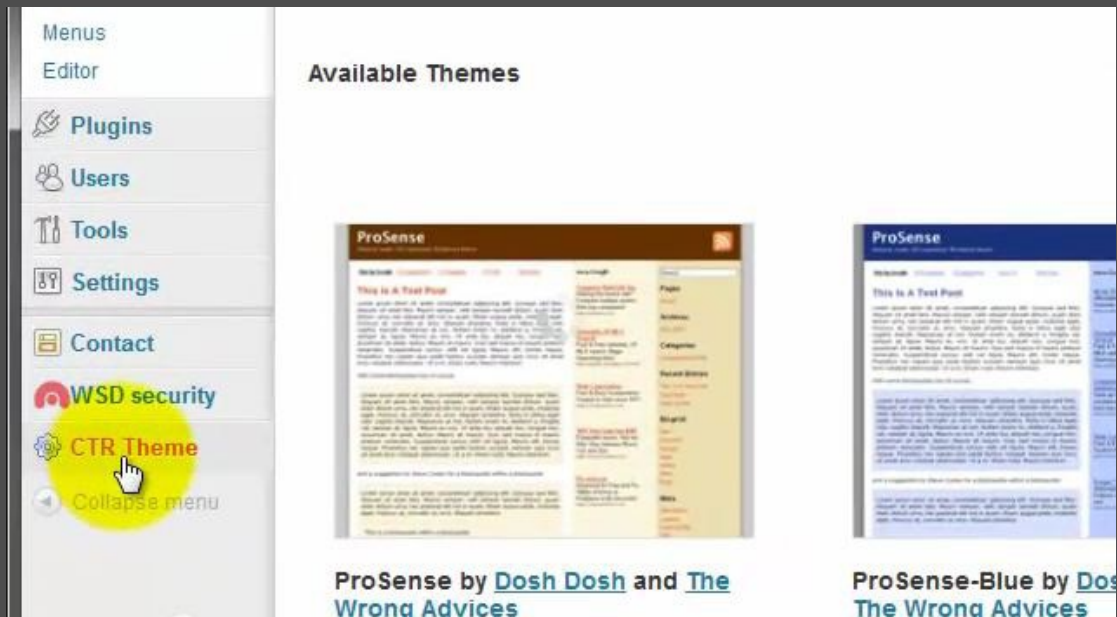




## VIDEO - SETTING UP WORDPRESS

[Click Here to Watch - Part 1](#)

[Click Here to Watch - Part 2](#)



Ok, at this point you should have your site entirely built out. It's time to get that baby indexed by Google™ and then to start building some links.

**WORDPRESS  
CUSTOM ZIP  
DOWNLOAD:**

[CLICK HERE](#)



## MANAGE WP

[Manage WP](#) can be used to manage and update all of your WordPress blogs from one location. The significance of this simply can't be overstated. As you create sites, you will likely build up an inventory of literally hundreds of WordPress blogs. Imagine trying to do a simple task (like changing a setting in the Admin menu) by having to log into a hundred different sites!

Or, what if you want to install a new plugin to all of your sites? It would take you 5+ minutes per site, and hours and hours of your time to accomplish this without assistance. With [Manage WP](#), you can access all your dashboards from one location, install plug-ins, and change settings to your heart's desire.

[Check it out](#) - we use it religiously.

## INTELLITHEME

After we had been building niche sites for almost two years, we realized that we needed to up our game. We wanted to take our sites to the next level. So, we began asking ourselves how we could make our niche sites, not just profitable, but MORE profitable. Essentially, we were looking to optimize our sites.

Unfortunately, this is a pretty difficult task to accomplish when you have over 2500 websites. Or, for anything more than a couple of sites really. Optimizing and improving conversions for one website is pretty straightforward. Simply make some changes, run some split tests, and keep the winning adjustments. Over time, this can result in dramatic earning increases. Unfortunately, the process of optimizing a website is both extremely time-consuming and labor intensive. In fact, there are hundreds of people who do ONLY this for a living. Entire companies and teams are even built around this principle.

So, we had a tricky situation on our hands. ***How were we to systematically improve and optimize our websites without spending unrealistic amounts of time and money on each individual domain?*** (Some of which only earn a few dollars per month. And thus, wouldn't be worth a great deal of personal attention.) We looked around for a done-for-you service. They exist, but they're **awfully expensive** and would eat up any additional profits!



At first, we simply tried different themes that were popular within our industry. WordPress themes like Prosense and CTR Theme quickly became the top performers, so we rolled with those for quite a while. However, we ended up having to do a lot of theme hacking to get those themes to serve our purposes. So, whenever one of our agents would setup a new site, they would need a laundry-list of text documents full of custom CSS, HTML and PHP code to copy into the themes before the site was ready to roll. This was a **huge pain point**, and a major limitation, as it rendered many of our sites and themes unable to be updated ( as our custom code would be over-written..

***We needed a better, more streamlined solution.***

So, we started brainstorming both on how we could build a more useful platform, and how we could get more granular with our optimization techniques. Ultimately, we had to figure out how we could test a wide variety of designs and ad placements on ALL of our websites. And then also ensure that each of our websites was performing at its best. We quickly realized that some kind of software would have to provide the answer.

Since all of our websites were already built with WordPress, a custom theme became the obvious solution. Still, none of us had encountered a WordPress theme that would track AdSense clicks automatically...we weren't even sure it could be done. But, we knew that even a small increase in CTR across all of our sites had the potential to yield huge returns. So, we had to find a way. And that's how **IntelliTheme** was born.

IntelliTheme is WordPress theme that was specifically built to automatically split-test and optimize WordPress sites that are monetized with advertisements. (In our case, monetized with AdSense.)

The theme comes shipped with five different layouts that are were crafted from the data we already had on what does and doesn't work. Then, those three layouts (we call them presets) are tested against each other to see which one performs the best.

Finally, after each site sits for a while with IntelliTheme installed, statistics on pageviews, clicks, and CTR are recorded and collected by the theme. Those stats are then delivered within a dashboard that exists right within your WordPress admin. Pretty cool, eh?

We use IntelliTheme on ALL of our websites. So, if you're interested in checking it out, watch this video and then head over to buy it!

Lastly, if you'd like to check out some more details about the theme, check out or blog post on AdSense Flippers: IntelliTheme Launch.



# **AD\$ENSE FLIPPERS**

## **CHAPTER 4**

### ***LINK BUILDING STRATEGY***

We'll be the first to admit that our link building efforts are not particularly extensive. The real magic in our ability to rank well for lots of terms lies in our keyword selection and on-page optimization, not in our backlinking strategy. Again, by choosing the low hanging fruit (terms that are relatively easy to rank for) we find we don't have to spend as much time or money on backlinking.

Secondly, we recommend that you do your backlinking yourself. Or, at least keep it within your team or organization. There are a great deal of attractive and enticing backlinking gigs on the WarriorForum, Fiverr, etc... but you ultimately don't have the same level of quality control with those kinds of services.

We outsource 95% of our content, but when it actually comes to building the links, we have OUR team do the work in most instances.



## DAYS AFTER SITE CREATION

0 - 7	→	Do Nothing
8 - 14	→	OnlyWire Bookmark Submissions
15 - 29	→	Do Nothing
38 - 90	→	Submit Your Article
91	→	Check On your Site

## ONLYWIRE

Historically, our first links were always generated with [OnlyWire](#). We used this service as an initial push to get our sites indexed by Google™. The [OnlyWire](#) service basically pushes out dozens of social media links to your different profiles - automatically. The idea for us, was to get our sites initially recognized and indexed by Google™ (with these social links).

However, we've since stopped using it, as we've found our sites usually get found and indexed anyway. That being said, [OnlyWire](#) is still a viable option, though maybe not as good as doing some manual social media linking.

The reality is that our [link building efforts](#) are constantly changing. And, if you want to stay ahead of the game, yours will be too.



## WHAT TO POST

While using [OnlyWire](#) is pretty straightforward, there are a few specifics that you need to pay attention to when posting.

**'Title:'** ← Include your primary keyword.

**'Web Page URL'** ← A link back to your main page.

**'Notes'** ← Write something interesting that also contains your keyword

**'Tags'** ← Use your primary keyword and all your secondaries. Make sure you adhere to [OnlyWire's](#) format. Separate individual words with hyphens and keywords with spaces.

## BLOG NETWORKS AND ARTICLE MARKETING

After letting the site sit for around a month, we begin creating links with some light article marketing. In the past we have also used blog networks pretty extensively. However, during the writing of this guide, Google™ has specifically targeted many blog networks, reducing their rankings and value.

In many cases, the blogs these network owners were using ended up being completely deindexed from Google™. This isn't the end of blog networks. However, it should be an indicator to use caution if most of your link building efforts revolve around mass blog networks, which are more or less open to the public (though behind a paywall). Examples include: MyArticleNetwork, BuildMyRank, BlogBlueprint, LinkVana, Article Marketing Automation, ArticleRanks, SEOLinkMonster., RankJumpers, (and many more).

That being said, there is still a lot of value in private blog networks, where membership is very limited. However, those services tend to be more expensive and of less use for mass site creation.

At this stage, our primary link building efforts are focused around [article marketing](#). For this we use [SubmitYourArticle](#).



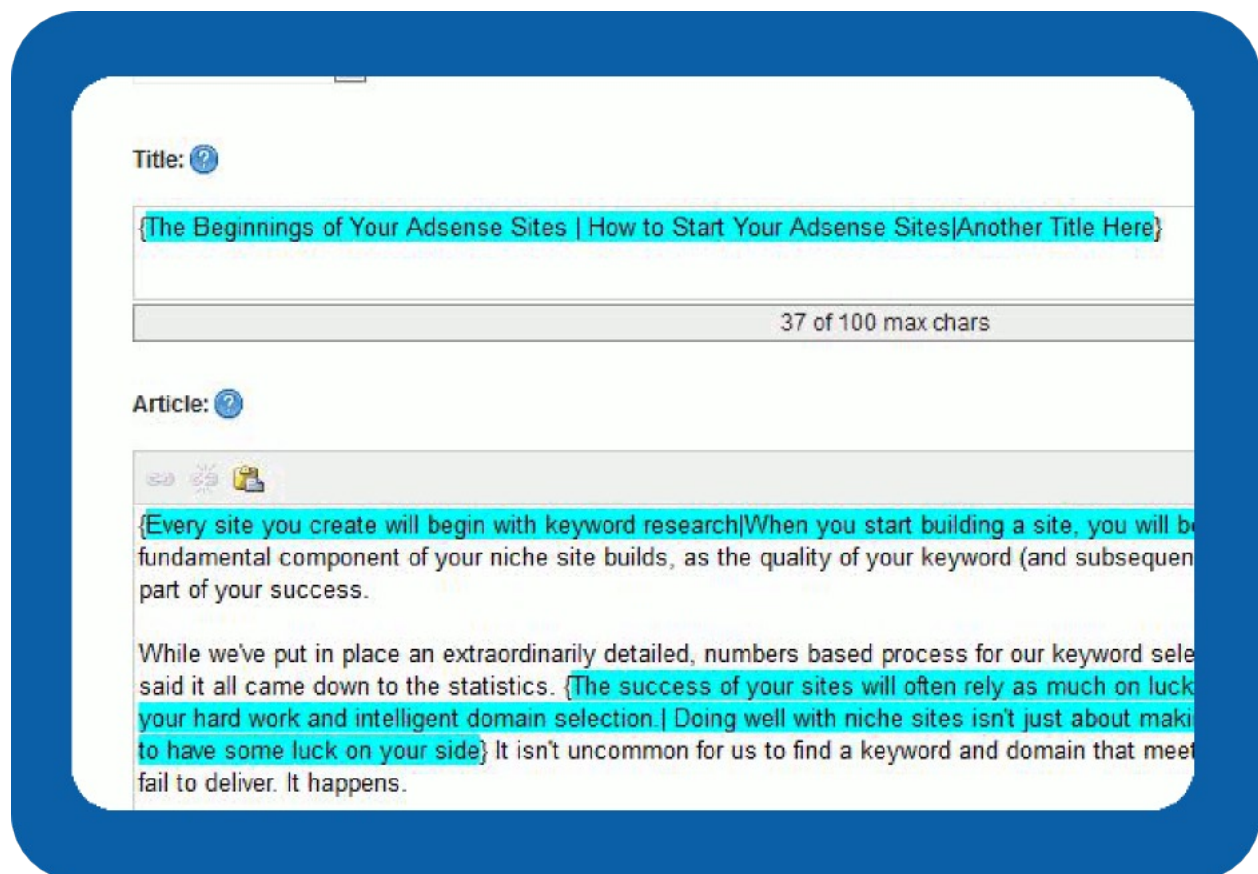
## SUBMIT YOUR ARTICLE

While we think [SubmitYourArticle](#) is a great service, we recommend that you use [SubmitYourArticle](#) along WITH other forms of link building, e.g., do-follow blog commenting, press releases, forum commenting, etc...

For [SubmitYourArticle](#), we will generally have to unique articles written for each site we create. However, we link to two different sites in each article. So, each site gets a total of four links from two different articles. However, more links than that get indexed since these articles get spun and are submitted to multiple article directories.

Using the [SubmitYourArticle](#) service is pretty straightforward, and they have some [video tutorials available](#) to you when you sign up.

## ARTICLE SPINNING



The screenshot shows a web form for submitting an article. The form has two main sections: 'Title' and 'Article'. The 'Title' section has a text input field containing placeholder text: '{The Beginnings of Your Adsense Sites | How to Start Your Adsense Sites|Another Title Here}'. Below the input field is a character count: '37 of 100 max chars'. The 'Article' section has a text input field containing placeholder text: '{Every site you create will begin with keyword research|When you start building a site, you will be a fundamental component of your niche site builds, as the quality of your keyword (and subsequent part of your success. While we've put in place an extraordinarily detailed, numbers based process for our keyword selection, it all came down to the statistics. {The success of your sites will often rely as much on luck as your hard work and intelligent domain selection.} Doing well with niche sites isn't just about making to have some luck on your side} It isn't uncommon for us to find a keyword and domain that meet our criteria but fail to deliver. It happens.' The form is set against a blue background with rounded corners.



If you're not familiar with article spinning, here's how it works:

Basically you write an article and then paste it into the [Submit Your Article](#) editor. From here you begin working through your content and creating alternate words and sentences for your content. Then, when that article gets submitted to different article directories, the sentence and word possibilities change at random, creating many potential combinations and maintaining uniqueness.

Here's an example:

**Original sentence:** "Nancy loves football."

**Sentence with Spinning Syntax:** "Nancy {enjoys | is crazy about | loves} football."

**Output:**

1. "Nancy enjoys football."
2. "Nancy is crazy about football."
3. "Nancy loves football."

You can see how if you create spinning options for most of the sentences in your article that you could potentially end up with an almost infinite amount of article combinations. Our goal is to simply maintain 35% uniqueness. We don't want to spend too much time on this, but we also don't want Google to devalue the links because they exist within duplicate content.

A second benefit of the spinning feature within Submit Your Article is that we can spin our link anchor text. So, we can have the same article output different anchor text links with each submission.

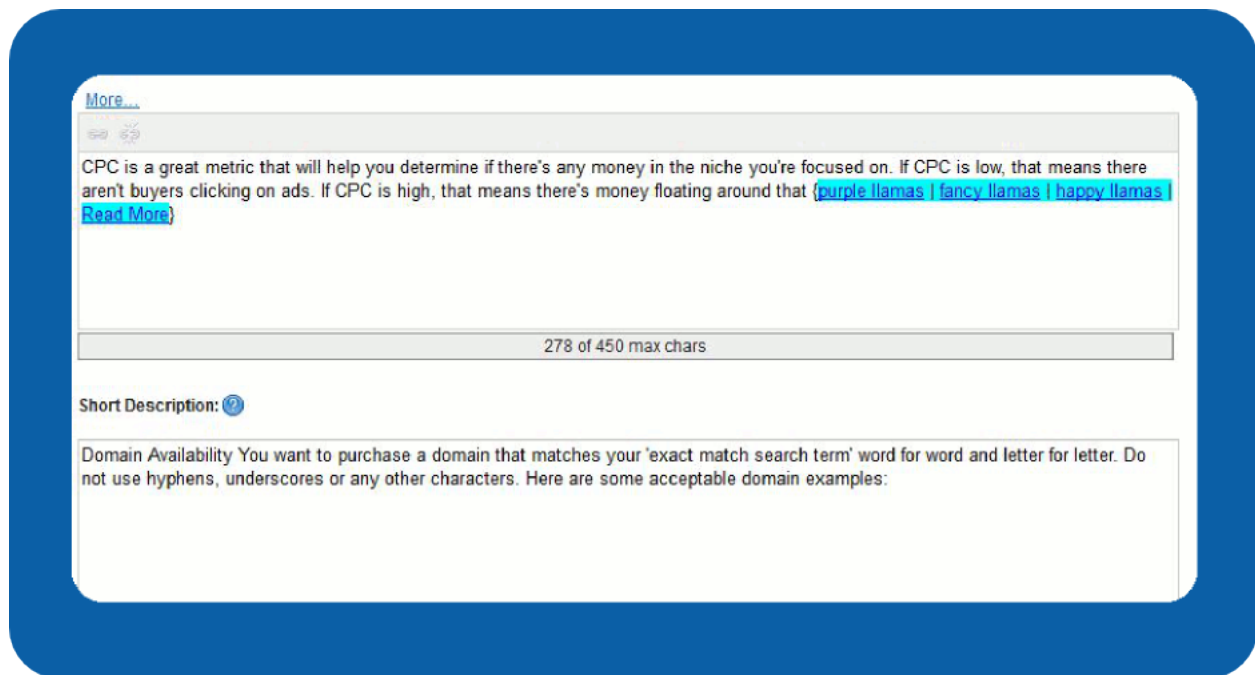
Here's a video from [SEOMOZ](#) talking a little more about anchor text and linking.

[SEOMOZ Video](#)

When linking out from these articles, we spin in two exact match terms to the homepage, two partial match to the homepage, two non-match to the homepage, and two partial match to the secondary articles on our site. This sends 75% of the links to our homepage, and 25% to inner pages.

There's much debate about whether spinning is really necessary and the value of adding spun articles to the web. We won't get into that, but can state that this process has definitely worked for us.





In the example above, 'purple llamas' would be our exact match keyword. 'Fancy llamas' and 'happy llamas' would be phrase match terms, and 'read more' would be unrelated.

Now, when an article gets submitted to different directories, those links will get rotated each time.

## DOFOLLOW BLOG COMMENTS

In the past we've also done some commenting on dofollow blogs, linking back to our site in the process. We're behind on this as well, but we felt that posting a few comments for each site we create is worth while.

"DoFollow" means that Google™ recognizes the link juice coming from that page back to yours. However, not all blogs have do-follow links. In fact, most blogs are setup to not allow dofollow blogs in the comments.

To find dofollow blogs, you can use [DoFollow Diver](#), a search engine that will allow you to look up dofollow blogs by industry. Granted, doing some blog comments isn't going to be game changing, but if you can integrate it into your process, it's worth while.



## CREATING 2-TIER LINKS

Another tactic worth mentioning is that of 2-tier linkbuilding. While people like [Pat Flynn](#) have used this strategy extensively in niche site creation (you can [read more about that here](#). This link building strategy was actually devised by Joseph Archibald...[you can check his site out here](#)), we find that building 2-tier links is simply too cumbersome for our initial process. Plus, all the work would ultimately add too much cost to each site. That being said, you might want to consider this link building strategy if you're building fewer sites or larger authority sites. This strategy is also effective if you're looking to [build out sites you've purchased from us](#).

## HOW TO BUILD A 2-TIER LINK STRUCTURE

Basically, 2-tier links are simply using multiple web 2.0 (like Squidoo and HubPages) and Article directory (like Ezine and GoArticles) properties to link back to your site. Then, you [create mass links](#) back to those 2.0 and article directory posts.

This protects your site from looking spammy, but also ensures that some SEO link juice gets passed onto your main site. If you go this route, we recommend you use [Unique Article Wizard](#) and Fiverr to generate lots of links to your Web 2.0 properties and Article Directory posts. Further explanation is outside the scope of this guide, so be sure to read up on 2-tier links and niche site building on [Pat's site](#).



# AD\$ENSE FLIPPERS

## CHAPTER

## SCALING & AUTOMATION

# 5

If your intention is to build anywhere from 10 - 100 sites a year, the above information, along with the keyword research spreadsheet, should be enough for you to work through the process and see some results.

After you see some success selling sites and receiving revenue returns on your effort, you're going to need (and want) to [scale up the process](#). This is the heart of what we do at [AdSense Flippers](#). Without the process, we'd just be two guys trying to build as many sites as possible. And, to be honest, our results would be very limited.

Ultimately, what makes our company profitable (and frees up our time to work on higher level priorities within our businesses), is the process behind our site creation.

Neither of us spend hardly any time building sites anymore. Instead, we review keywords and niches, [build custom tools](#), and focus on building relationships with our buyers and readers. If you want to be in a similar position, you will need to follow a similar process to the one we're about to discuss.

### ***BUILD YOUR TEAM***

If you want to scale this process, you're going to need labor. And, hiring three westerners at salaries of 30k - 50k USD simply isn't realistic. First, we recommend you learn the tools and processes we've discussed in this guide front-to-back. Then, you'll be in a position to [build a team](#) and [outsource](#) some of the more repetitive AdSense™ site building tasks.



When it's time to add staff to your site building team, [Chris Ducker's Virtual Staff Finder service](#) comes highly recommended by us. If you're in the fledgling stages of this business (but profitable), you might consider hiring one agent who can do some keyword research and link building for you. While [oDesk might be your best bet for contract or project work](#), we've tested hiring Virtual Agents through [Virtual Staff Finder](#) and highly recommend them if you're looking for full-time personnel.

We recommend three agents at a minimum, including:

### **- CONTENT EDITOR**

This individual will order, receive and edit the content generated for your site. Again, use contractors for the actual article writing. [Find a Content Editor here.](#)

### **- KEYWORD RESEARCHER / LINK BUILDER**

This individual will find potential keywords and domains for your business (we recommend you review all keywords before you purchase domains). They will also build links to the sites you've already created. [Hire a KW Researcher and Linkbuilding here.](#)

### **- SITE BUILDER**

This agent will setup your WordPress blog ([with IntelliTheme](#)) and add the content to the blogs, preparing them for linkbuilding. [Hire a Site Builder here.](#)

With a team of this size, you can plan on producing roughly 10 - 20 sites a week. Are you looking to hire 4-5 agents to get started right away? [Contact us here](#) and we will build your niche site team for you. For anything less than 4 agents, you're better off using [Virtual Staff Finder](#).



## ORGANIZING YOUR PROCESS

We definitely recommend you ramp up as slowly as possible. You want to make sure you have each process securely in place before you hire more agents and try to build more sites. So, make sure you understand the building of AdSense™ sites in-and-out yourself. Then, take one part and [outsource it to an employee](#). When that's going smoothly, add another process to their queue.

It's of utmost importance that you hire quality workers. If you try and scale a process that isn't effective (or clearly organized) with workers who aren't competent, your results could be disastrous. Trust us, we've definitely felt the pressure of wanting to get one particular part of our process caught up to another. But rushing the hiring process isn't worth it. Ultimately, bad employees are more trouble than delayed growth. You will encounter situations where your keyword research moves faster than your link building. Or, you have too many sites without content. It's just part of the game.

However, that doesn't mean you don't want to keep all of your agents on the same page. An ideal solution for this would be some kind of CRM software. However, we're still using spreadsheets hosted on Google Docs and Dropbox to share files.

Here's a list of the minimum tracking sheets you will need, along with explanations of each:

### TASK OVERVIEW

This spreadsheet will give you a big picture view of where your sites currently stand. As your [agents complete things](#) like blog setup and primary content writing, they will update this sheet with the dates of completion. The Task Overview sheet is a great way to make sure that all of your processes are working in tandem, and that nothing (or no one) is falling behind.

#### Download

[Task Overview - Open Office](#)

[Task Overview - Excel](#)



We don't let our agents send out any payments. And, we recommend you maintain the same practice. This is your business, it's important that YOU remain the one in control of the money.



## SECONDARY KEYWORD RESEARCH

This is where your agents will go to fill out the secondary keyword research for each of your sites. We prefer to keep this separate from the main keyword research sheet, as things can get a little complicated in there as it is. Again, we use LongTail Pro to find all of our primary and secondary keywords. [You should check it out here.](#)

### Download

[Secondary Keyword Research - Open Office](#)

[Secondary Keyword Research - Excel](#)

## LOGIN INFO

This one's pretty simple. The 'Login Info' sheet is just a location for your site setup agent to store things like passwords, login names, URL, and site title.

### Download

[Login Info - Open Office](#)

[Login Info - Excel](#)

## CONTENT

This spreadsheet will get filled out when specific types of content have been received, edited, and are in Dropbox (ready to be put live onto a site).

### Download

[Content - Open Office](#)

[Content - Excel](#)

## CONTRACTORS

This is where we keep track of our content writing contractors, they're payments, etc...

### Download

[Contractors - Open Office](#)

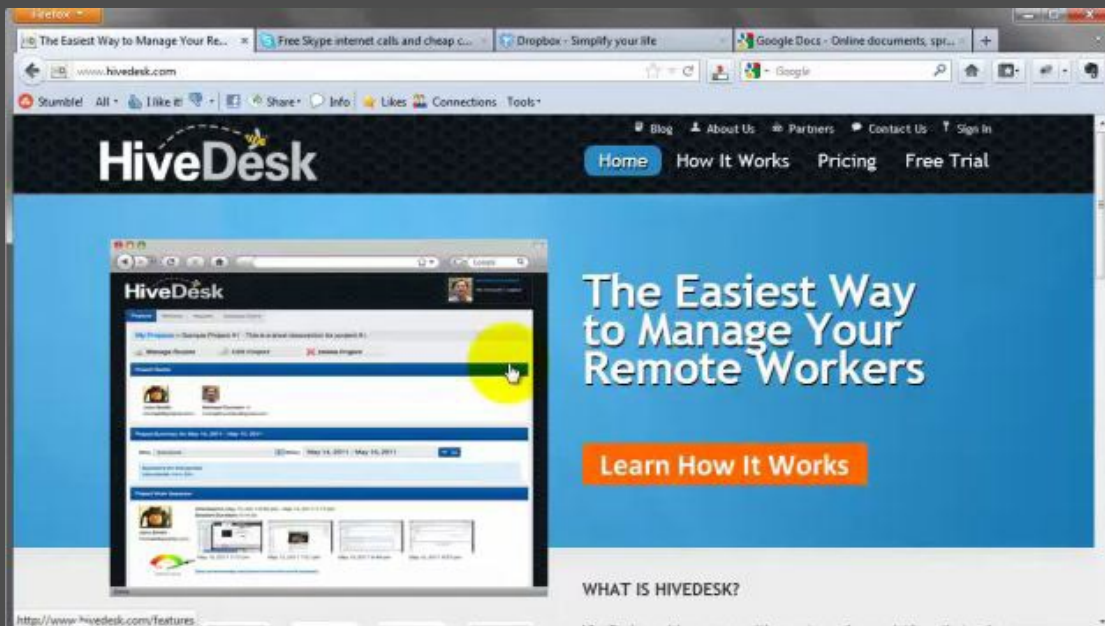
[Contractors - Excel](#)



Alright, here's a video showing you a quick run through on how all of these spreadsheets work together.

## VIDEO - A QUICK RUN-THROUGH

[Click Here to Watch](#)





## CONCLUSION

Many of our readers have been shocked that we are giving this entire book away for free. Some of them have felt as though they wanted to give something back to us for our hard work and effort.

If you've extracted some value from this guide (and we certainly hope you have), the best thing you can do is to share it with others. Do us a favor:

[Tweet it out!](#) Post it on Facebook. Or, email it to your friends!

We want to share our knowledge with as many interested people as possible. Lastly, if you feel as though you would like to compensate us monetarily, most of the links in this guide are affiliate links. And, if you purchase any of those products through this ebook, we receive a commission. There's certainly no obligation for you to buy ANYTHING. But, if you are interested in the tools, we would be truly grateful if you bought some of them through our links. We'd be particularly grateful if you gave our custom WordPress theme, [IntelliTheme](#), a try. We built it specifically for the process we've outlined in this guide. And so far, our customers are loving it.

## FINAL THOUGHTS

That's it! Can you believe it!

Now the real test comes. We've given you the information, literally, play-by-play. This guide has shown you EXACTLY how we create our niche AdSense™ sites, which we often sell for 20x their monthly earnings. (You can [check out our BuyOurSites](#) page to see what we currently have available for sale.)

You've just read our entire business model. So, the question is this: Are you going to take action? Are you going to go out there, build some sites, and sell them?

This guide is already pretty long, but you can check out some of our BEST sales tips in some of our blog posts [here](#) and [here](#). If you need help on the post-sale transfer process, these [videos will walk you through it, step by step](#).



The hardest part of this game is definitely the first few months. As you get your first sites built and put effort into the process, you're likely going to feel like giving up. Don't. Flipping AdSense sites successfully depends mostly on two factors.

1. Picking the right [keywords](#)
2. Consistently generating sites week after week and month after month.

If a business in a box were to exist, this is it. You have the guide. In fact, you don't even have to start from scratch. You could easily [buy a few of our sites](#) and use this information to add content to them, build some links, and improve their earnings. [Check out this podcast](#) about strategies you can use to increase earnings from purchased sites. [You can sign up for our email list here](#) where we deliver useful, actionable content without the sales hype.

We simply can't get you any closer to leveraged online income than this (without handing it to you). You have all the tools. Now get out there and make it happen. :-)

~ Justin & Joe



## RESOURCES

### Team / Agent Management

[Hive Desk](#) - Free 14 day trial! Allows you to track, monitor, and report on your Virtual Agent's hours and takes random screenshots to ensure they're working on your project.

[Skype](#) - Great instant messaging that allows you to quickly and efficiently communicate with your VA's.

[Dropbox](#) - Filesharing service that allows you to easily share files with others on your team.

[Gmail Docs.](#) - Great shared spreadsheets that allows agents to work on and edit documents at the same time.

[Virtual Staff Finder](#) - One-time fee that saves a ton of time by finding you a qualified work-from-home VA.

[oDesk](#) - Great for project or contract Virtual Assistants.

### Keyword Research

[Google AdWords](#) - Tool that gives you the data you need to research a keyword.

[Market Samurai](#) - Robust keyword research tool that tracks rankings, find profitable niches. Well-rounded, but slow.

[Hide My IP](#) - Allows you to switch the location you're coming from so that you can appear to come from the US, UK, etc. Important when evaluating first page competition outside the area.

[Open Site Explorer](#) - 30 day free trial! The best service for evaluating the first page and the backlinks of your competition. A paid version also includes SEO monitoring and campaigns on your sites. Highly recommended.

[Long Tail Pro](#) - Our keyword research tool of choice. What it doesn't have in features it makes up for in speed. Quickly gets us the profitable niches we need.

[SpyFu](#) - Great service for looking at how many advertisers a keyword has and gives you a history of advertisers as well.

### Content Creation

[iWriter](#) - Best value for content creation and better delivery rate than Fiverr.

[Copyscape](#) - Allows you to check the uniqueness of articles to make sure they're not being used elsewhere online.

[TextBroker](#) - Higher-end content creation. You can use 3-star writers for niche sites, but use the 4-5 star writers for authority sites.

[Content Authority](#) - They fall inbetween iWriter and TextBroker but are priced higher.

[Fiverr](#) - Bargain basement content, but can be difficult when the writers don't deliver on orders. If using Fiverr we highly recommend having your VA handling these orders.



## Link Building

[Submit Your Article](#) - Great article directory submission service that allows spun content and submits to eZineArticles.

[UAW](#) - Larger article directory service that also submits content to blogs owned by individuals in the network.

[OnlyWire](#) - Social bookmarking service. We go back and forth on using this service currently.

## Site Hosting & Creation

[Godaddy](#) - Domain registrar that allows for bulk ordering of domains. We use as most people are familiar with GoDaddy and it makes site sales easier.

[Host Gator](#) - Hosting provider with great overall value. We switched to Host Gator from GoDaddy and saw an immediate improvement on sites. Highly recommended.

[WordPress](#) - CMS platform we use for all of our sites. This is the best if you plan to sell the sites because many people can work on the WordPress platform.

[Manage WP](#) - Lets you manage, track, and update all of your niche sites at once. We use all the time...highly recommended.

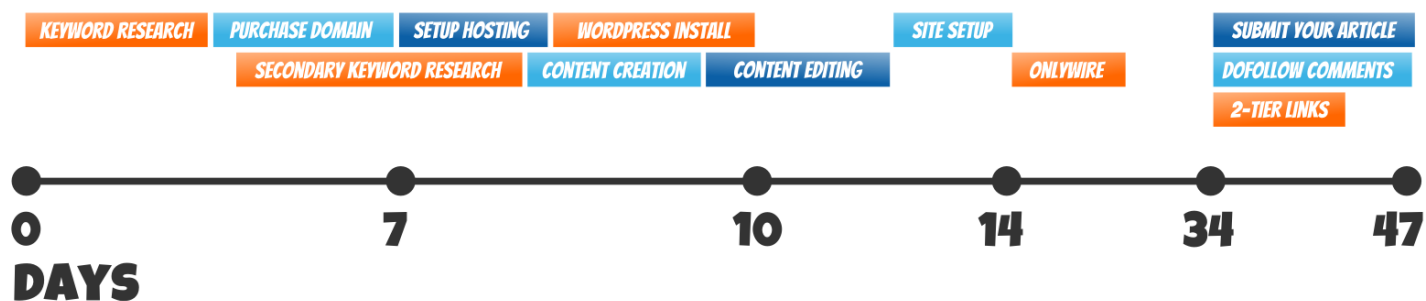
[AdSense Flippers](#) - Ok, ok...shameless plug! But we do offer solid content on niche AdSense sites...check it out!

[IntelliTheme](#) - A custom, niche site WordPress theme built by us! [IntelliTheme](#) will help you split test various designs on each of your sites, optimizing your Click Through Rates and earnings!

[Check it out!](#)



# AdSense NICHE SITE TIMELINE



## notes:

Keep in mind that this is a rough timeline. Nothing here is set in stone. The most important points on this timeline are giving your site around a week to sit before adding the first links from OnlyWire, and giving your site a month or so before you start doing the rest of your linking.