"SHOCKING Report Reveals EXACTLY How One Man With Very Little Online Experience Made

$15,691

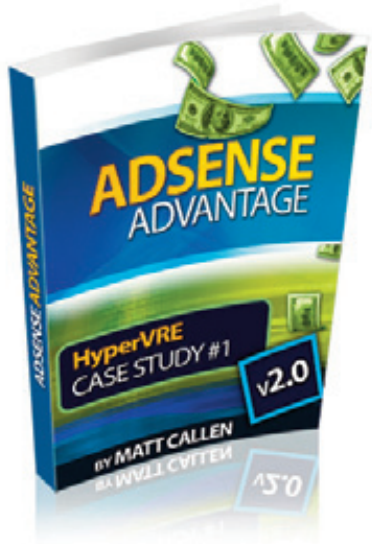
Last Month In Nothing But Auto-Pilot AdSense Commission… With Practically No Success In The Past!"

HyperVRE Case Study Report #1

UPDATED v2.0

Including NEW Unreleased Videos, Tips, & Advanced AdSense Strategies
From Abhishek Agarwal

HyperVRE User: Abhishek Agarwal



By Matt Callen and Abhishek Agarwal

Including NEW Unreleased Videos,Tips,& Advanced AdSense Strategies

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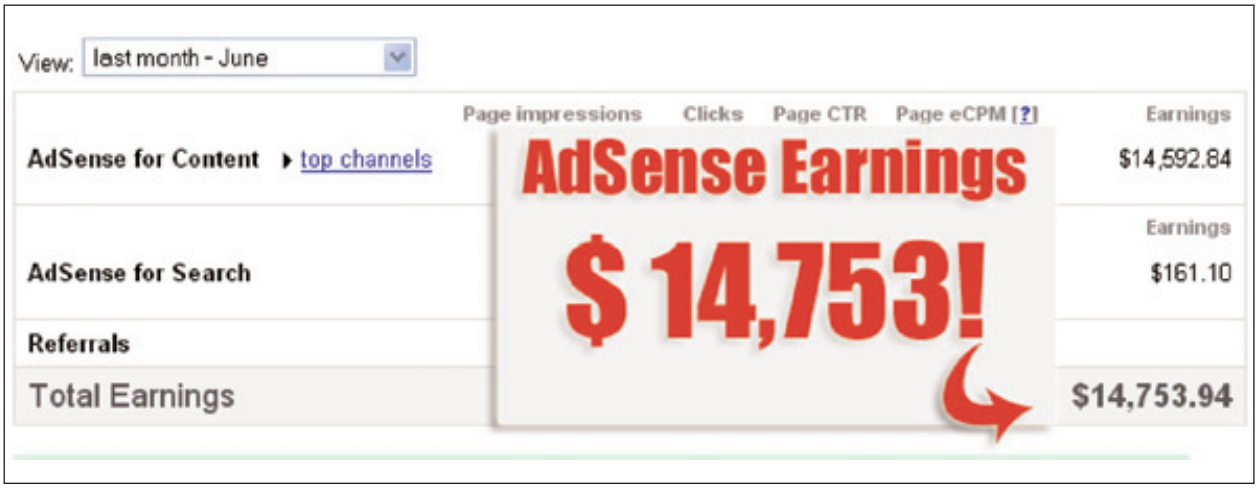

Before we dive right into this case study, I need to lay a bit of foundation for you, so that you'll understand the rest of the report.

Ok, first thing's first… Abhishek Agarwal is a paying member of HyperVRE Gold. He became a member in August of 2006, but never started using HyperVRE until late-October. All of the information in this report is 100% real results coming directly from Abhishek himself. In June 2007, he made over **$15,691 in one month** from **Google AdSense.**

Notice that I mentioned he started this process in October… so in 8 months, he has increased his earnings to over $14,000 per month!

What's even more incredible is that Abhishek was able to increase his earnings to over $9,000 in just a little over 3 months! And he has been continually increasing his earnings each subsequent month thereafter.

As someone with no previous success with AdSense, Abhishek has shown that anyone can build a successful and continual online income with AdSense.

I'm going to assume that you know what Google AdSense is. If not, go here to read about how you can sign up for free and earn money via their system: https://www.google.com/adsense/

It's basically Google's way of displaying their "AdWords ads" on other websites (your websites) across the internet. Below is a website that is displaying Google AdSense ads. When a visitor clicks on one of those ads, the **owner of the website gets paid** a small percentage of the cost that the advertiser is paying Google for each click. See below:

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At the time of the first version of this report, Abhishek was making an average of about **<u>$300 Per Day</u> from nothing but AdSense**. That's over $9,000 in one month!

However, in this updated Case Study report, you'll notice that Abhishek has continued to increase his earnings… from over $10,000 to $12,000 and all of the way to **over $15,000 PER month!**

In the most basic overview, Abhishek has created several sites with high-paying AdSense ads on them, and then when a visitor clicks on the ads, he gets paid by Google.

That's it. He's building sites and making money with AdSense… In fact, he hasn't built a new site for about 4 months (from the time this report was written), so ALL of this has been on complete and total auto-pilot for the past several months!

Ok, ok….I know you're thinking, "There's gotta be more to it than that." You're right, there is - but not a whole lot.

In this special Case Study report, Abhishek has provided his **exact steps** he's taken to reach this high level of AdSense income.

All right - let's get to the meat already…

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Recently, I received an unexpected email from Abhishek with nothing in the message but gratitude and excitement. He simply wanted to update me personally on how well his HyperVRE sites were doing for him. He had purchased HyperVRE Gold back in August of 2006, and I hadn't heard from him since. He said it took him a while to get started with using HyperVRE, and finally sat down with it in late-October.

After hearing about his success with HyperVRE, I asked him if he wanted to answer some questions and tell me exactly how he had built his AdSense earnings up to **about $300 per day**. Without hesitation, Abhishek agreed.

So, this is the basis for the special report/case study that you're about to read.

And now, as I write this updated version of this Case Study, Abhishek is now up to over $520 per day with AdSense. He's been updating me with screenshots, new strategies he's using, and just as important… old ones that don't work anymore.

Pay close attention because the strategies in this report are real… NOT theory. This is a real campaign, ran by a real person, who has gotten and is STILL getting fantastic, real results. There's nothing better than this folks. ;-)

Below, you'll read Abhishek's exact words that came directly from his answers and comments from the "interview". This is not my paraphrasing. I wanted to keep this as real as possible so that you can see exactly how someone else just like you can have success online.

In fact, throughout this report, Abhishek will walk you through an example niche site (the niche is *Ringtones*) as if he were creating it from scratch and adding it to his Virtual Real Estate.

In addition to Abhishek dialogue in this report, I have included my comments throughout the report. My comments will appear within tables and within the recap box at the end of each Chapter.

Not only that, but I have also asked Abhishek to write a few special articles for you on advanced strategies for increasing his earnings with AdSense, now that he has learned what works. He agreed, and we have added these *Advanced AdSense Strategies* to the end of this report. So when you're finished reading the updated Case Study, don't look past the additional articles at the end.

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Chapter 1 – The Beginning

Q. Tell me a little about your 'online' background. Did you ever have success with AdSense prior to using HyperVRE?

Ok – first, here's a bit about my background.

My name is Abhishek Agarwal, and I have been extensively involved with eBay for about the last three years. So I've been online for a while now – just haven't done much other than eBay. I live in India, and I'm currently the highest rated "Powerseller" on eBay India. So I am very active on the Internet, but eBay is a different business than many other "internet marketing" endeavors.

Selling on eBay had always been a very fulfilling experience for me. However, I had to be active every single day to earn my bread-n-butter from eBay.

I am inherently **a lazy person**, so I was looking for an option that could give me passive income with as little work as possible. So I started hunting for opportunities beyond eBay.

Just like most newbies, I bought a lot of products/ebooks on how to make money. Most people burn a hole in the pockets doing this. I started a fire and burnt my entire pockets! I started losing money every month. VERY fast!

About that time I started to learn about AdSense, and it all sounded very lucrative. Reading ebooks and guides, I heard many marketers saying that you should build websites on niches that you are interested in. So I believed them. And that's what I did.

I built a site on my interest area – "Paranormal and Hidden powers of the mind". I put AdSense codes on them, and eagerly waited for checks to roll in.

To my initial surprise… No checks came for **several months!**

I later realized that **building sites on your own areas of interest may not always be a very profitable idea!** Still to this day, I'm not so sure why so many people were saying to build niche sites based on their own personal interests. Perhaps this could get me started with learning the basics of the internet… but it certainly wasn't going to build my cash flow.

I quickly found that it's more about finding the **profitable markets** and then building sites around those.

From my single Paranormal site, I earned an average of around 50 cents per day from AdSense.

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Not too good – since I had that site up for quite a long time.

On a side note, This paranormal site was called www.astralprojectnow.com I had written a 167+ pages ebook for this site, and I allowed my visitors to download this ebook for free. Initially I thought I would profit from this site through Adsense earnings alone. And as you all know I was terribly wrong… and my plan flopped miserably. Let alone profiting from it, I didn't even recoup my investment!

After I got some success with HyperVRE and Adsense, one day I decided to do something about my paranormal site. I updated my Free eBook, and re-released it as a paid ebook. I re-hauled my site, and started selling this eBook for $19.95. And I'm making around 15 sales a month!

I think there is a lesson to be learned here. If a project doesn't do well, or doesn't perform as per your expectations, you should not lose hope and totally dump it. You can always be creative and find out ways to breathe new life into it. Just don't spend all of your time with it. As you can see, all I did was change from "free" to "paid". :-)

Matt's Comments:

Abhishek raises a good point here, and one that I believe is VERY important with any business. The best way to find a niche is to figure out what people want, and then provide that to them. That is to say, don't try to create a product and THEN find the niche. You should find the need, and supply that need with your site (product).

As you can see, Abhishek's own interests weren't the same interests of many others. So his first AdSense site was a flop. He was initially trying to create the product (or site), and then looking for the market. It doesn't work like that. Instead, find the niche and then market to them.

I didn't have any success with AdSense **before using** HyperVRE. And No, I hadn't had any success with affiliate marketing either, because 'till now I have not focused on selling other peoples' products.

I have created a quick walk-through for you to show you my progress from a true beginner to a successful online businessman.

Just click on the videos below and they will play in a new browser window.

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Video #1

(click the video below)

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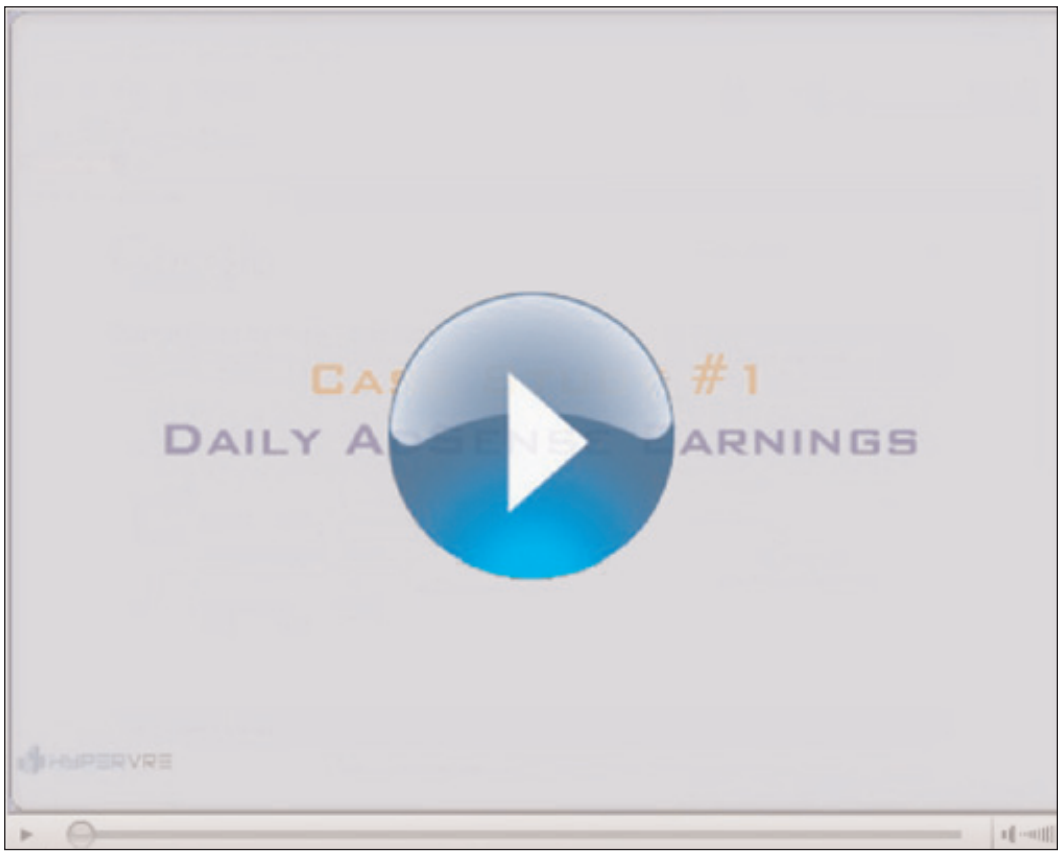
Video #2

(click the video below)



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Below are a few screenshots of my AdSense earnings from a when I started, until just a few months ago. You'll see that at the start of September, I was up to an average of $1.41 per day from all sites combined.

September 1, 2006 - September 30, 2006

Replace report... CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$42.44
Friday, September 1, 2006					$2.64
Saturday, September 2, 2006					$1.47
Sunday, September 3, 2006					$0.72
Monday, September 4, 2006					$1.00
Tuesday, September 5, 2006					$1.98
Wednesday, September 6, 2006					$1.70
Thursday, September 7, 2006					$0.89
Friday, September 8, 2006					$0.53
Saturday, September 9, 2006					$1.20
Sunday, September 10, 2006					$0.92
Monday, September 11, 2006					$2.49
Tuesday, September 12, 2006					$3.19
Wednesday, September 13, 2006					$2.75
Thursday, September 14, 2006					$0.64
Friday, September 15, 2006					$1.31
Saturday, September 16, 2006					$0.55
Sunday, September 17, 2006					$1.31
Monday, September 18, 2006					$0.61
Tuesday, September 19, 2006					$1.11
Wednesday, September 20, 2006					$2.50
Thursday, September 21, 2006					$1.42
Friday, September 22, 2006					$1.16
Saturday, September 23, 2006					$0.58
Sunday, September 24, 2006					$1.58
Monday, September 25, 2006					$2.90
Tuesday, September 26, 2006					$0.22
Wednesday, September 27, 2006					$0.82
Thursday, September 28, 2006					$1.30
Friday, September 29, 2006					$2.29
Saturday, September 30, 2006					$0.65
Totals					$42.44
Averages					$1.41

Google Adsense data cannot be shown according to Google TOS and has been blocked here.

Adsense Earnings only $42.44

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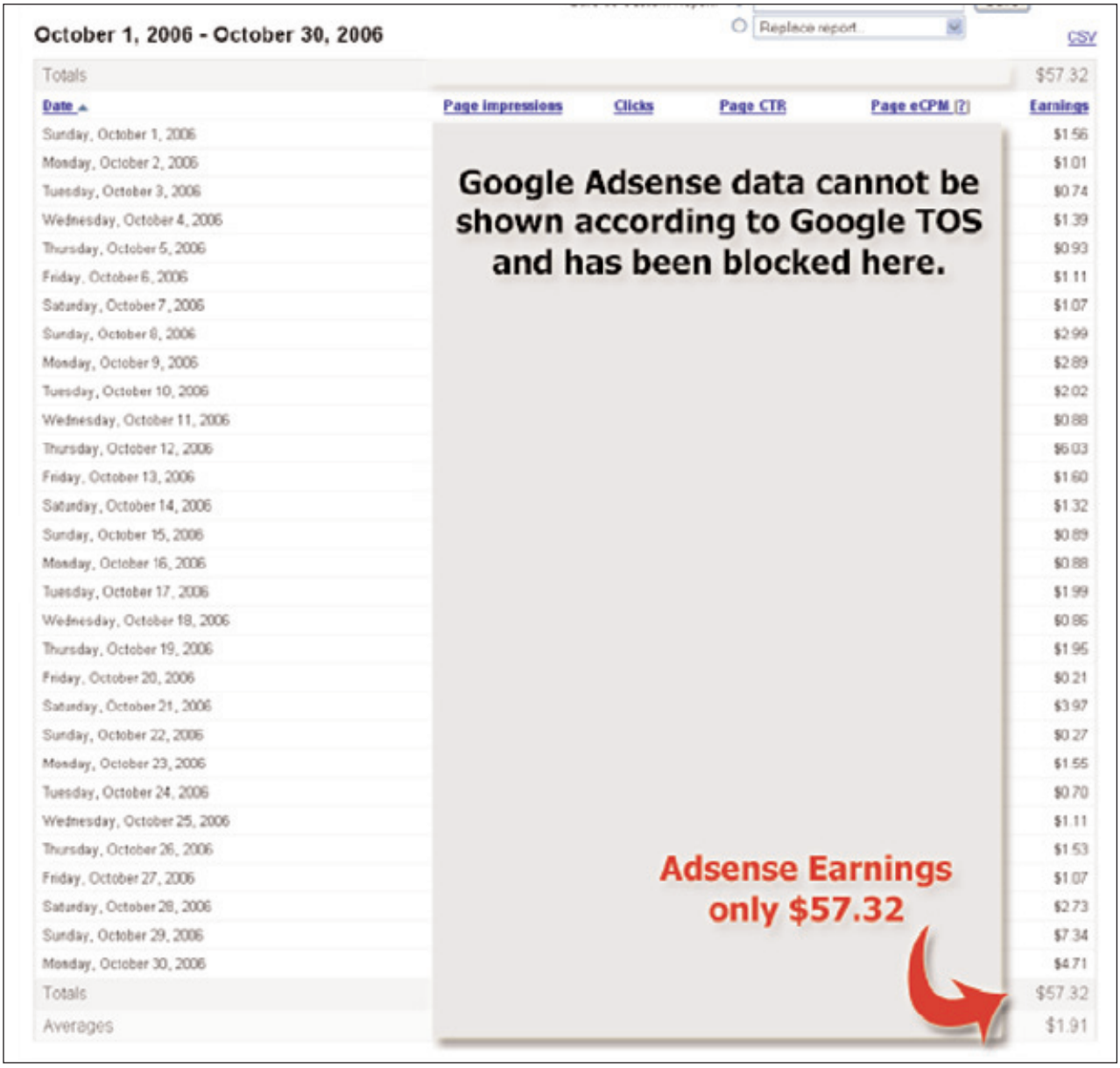
In October, my earnings weren't much better. They were up to an average of $1.91 per day. You'll start to see a small increase in the average earnings towards the very end of the month and then a larger increase into the month of November. This is when I started using HyperVRE, and began seeing true potential in this program.



October 1, 2006 - October 30, 2006

Replace report CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$57.32
Sunday, October 1, 2006					$1.56
Monday, October 2, 2006					$1.01
Tuesday, October 3, 2006					$0.74
Wednesday, October 4, 2006					$1.39
Thursday, October 5, 2006					$0.93
Friday, October 6, 2006					$1.11
Saturday, October 7, 2006					$1.07
Sunday, October 8, 2006					$2.99
Monday, October 9, 2006					$2.89
Tuesday, October 10, 2006					$2.02
Wednesday, October 11, 2006					$0.88
Thursday, October 12, 2006					$6.03
Friday, October 13, 2006					$1.60
Saturday, October 14, 2006					$1.32
Sunday, October 15, 2006					$0.89
Monday, October 16, 2006					$0.88
Tuesday, October 17, 2006					$1.99
Wednesday, October 18, 2006					$0.86
Thursday, October 19, 2006					$1.95
Friday, October 20, 2006					$0.21
Saturday, October 21, 2006					$3.97
Sunday, October 22, 2006					$0.27
Monday, October 23, 2006					$1.55
Tuesday, October 24, 2006					$0.70
Wednesday, October 25, 2006					$1.11
Thursday, October 26, 2006					$1.53
Friday, October 27, 2006					$1.07
Saturday, October 28, 2006					$2.73
Sunday, October 29, 2006					$7.34
Monday, October 30, 2006					$4.71
Totals					$57.32
Averages					$1.91

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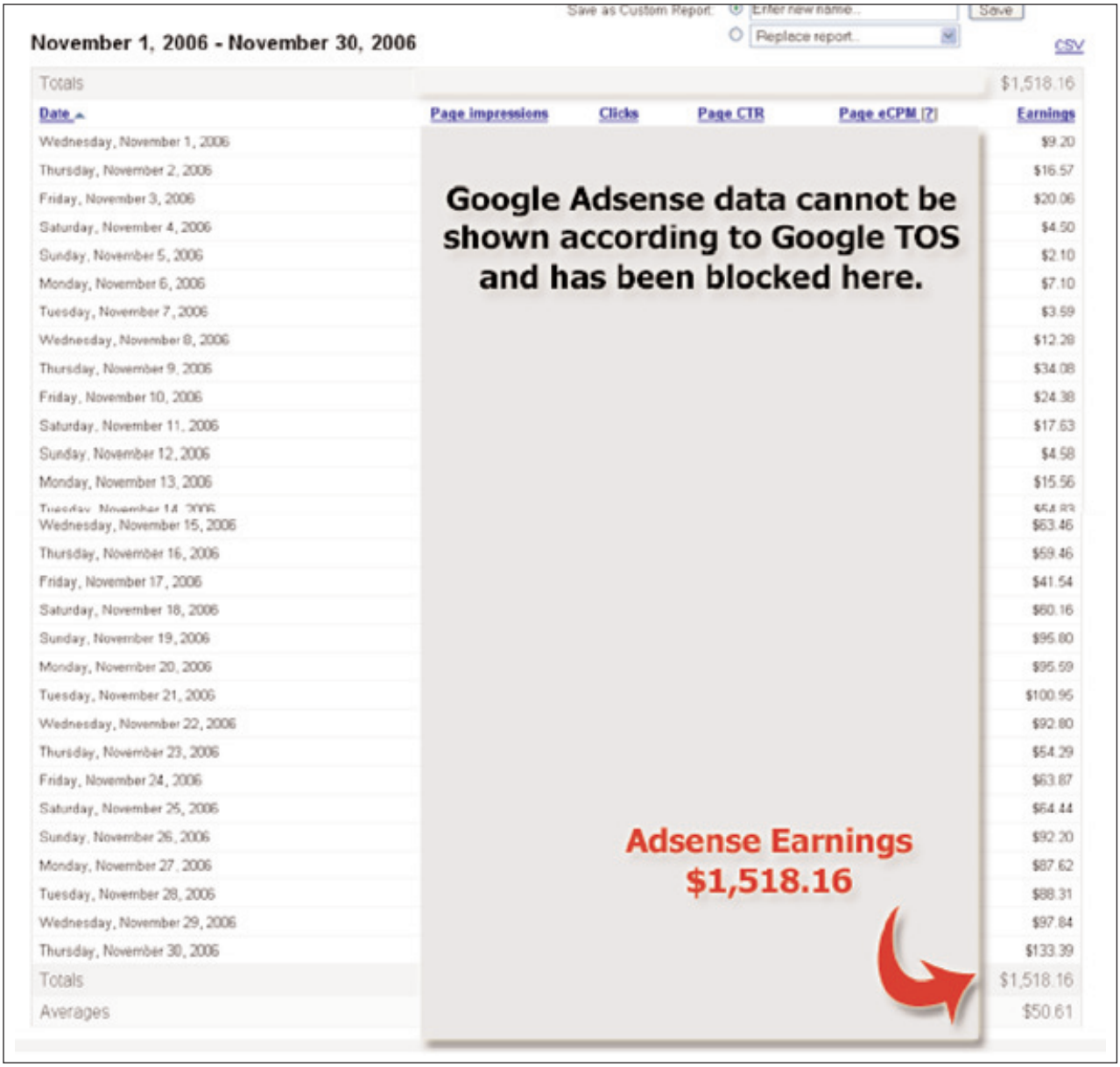
When November hit, I was starting to get pretty excited about AdSense. By the end of November, I was making an average of **$50.61** per day. In that month, **I made over $1500!**



November 1, 2006 - November 30, 2006

Save as Custom Report: Enter new name... Save
Replace report...
CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$1,518.16
Wednesday, November 1, 2006					$9.20
Thursday, November 2, 2006					$16.57
Friday, November 3, 2006					$20.06
Saturday, November 4, 2006					$4.50
Sunday, November 5, 2006					$2.10
Monday, November 6, 2006					$7.10
Tuesday, November 7, 2006					$3.59
Wednesday, November 8, 2006					$12.28
Thursday, November 9, 2006					$34.08
Friday, November 10, 2006					$24.38
Saturday, November 11, 2006					$17.63
Sunday, November 12, 2006					$4.58
Monday, November 13, 2006					$15.56
Tuesday, November 14, 2006					$54.83
Wednesday, November 15, 2006					$63.46
Thursday, November 16, 2006					$59.46
Friday, November 17, 2006					$41.54
Saturday, November 18, 2006					$60.16
Sunday, November 19, 2006					$95.80
Monday, November 20, 2006					$95.59
Tuesday, November 21, 2006					$100.95
Wednesday, November 22, 2006					$92.80
Thursday, November 23, 2006					$54.29
Friday, November 24, 2006					$63.87
Saturday, November 25, 2006					$64.44
Sunday, November 26, 2006					$92.20
Monday, November 27, 2006					$87.62
Tuesday, November 28, 2006					$88.31
Wednesday, November 29, 2006					$97.84
Thursday, November 30, 2006					$133.39
Totals					$1,518.16
Averages					$50.61

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When I hit the $100 mark on November 21st, I was really starting to believe that this system was working! At that time, I didn't know if it was going to continue to increase!

So I continued to repeat my strategies and **by the end of <u>second</u> month** of using HyperVRE (December), I was making over $133 per day. That came out to be **$4,141** by the end of December.

Save as Custom Report: Enter new name... Save
Replace report...

December 1, 2006 - December 31, 2006 CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$4,141.02
Friday, December 1, 2006					$106.84
Saturday, December 2, 2006					$95.26
Sunday, December 3, 2006					$122.62
Monday, December 4, 2006					$144.60
Tuesday, December 5, 2006					$161.85
Wednesday, December 6, 2006					$117.33
Thursday, December 7, 2006					$59.24
Friday, December 8, 2006					$158.10
Saturday, December 9, 2006					$119.75
Sunday, December 10, 2006					$126.78
Monday, December 11, 2006					$177.19
Tuesday, December 12, 2006					$155.17
Wednesday, December 13, 2006					$141.46
Thursday, December 14, 2006					$124.91
Friday, December 15, 2006					$142.31
Saturday, December 16, 2006					$117.39
Sunday, December 17, 2006					$142.17
Monday, December 18, 2006					$148.09
Tuesday, December 19, 2006					$160.78
Wednesday, December 20, 2006					$30.61
Thursday, December 21, 2006					$51.87
Friday, December 22, 2006					$149.82
Saturday, December 23, 2006					$81.23
Sunday, December 24, 2006					$110.95
Monday, December 25, 2006					$106.82
Tuesday, December 26, 2006					$159.97
Wednesday, December 27, 2006					$227.31
Thursday, December 28, 2006					$194.69
Friday, December 29, 2006					$198.02
Saturday, December 30, 2006					$126.08
Sunday, December 31, 2006					$181.82
Totals					$4,141.02
Averages					$133.58

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Adsense Earnings
$4,141.02

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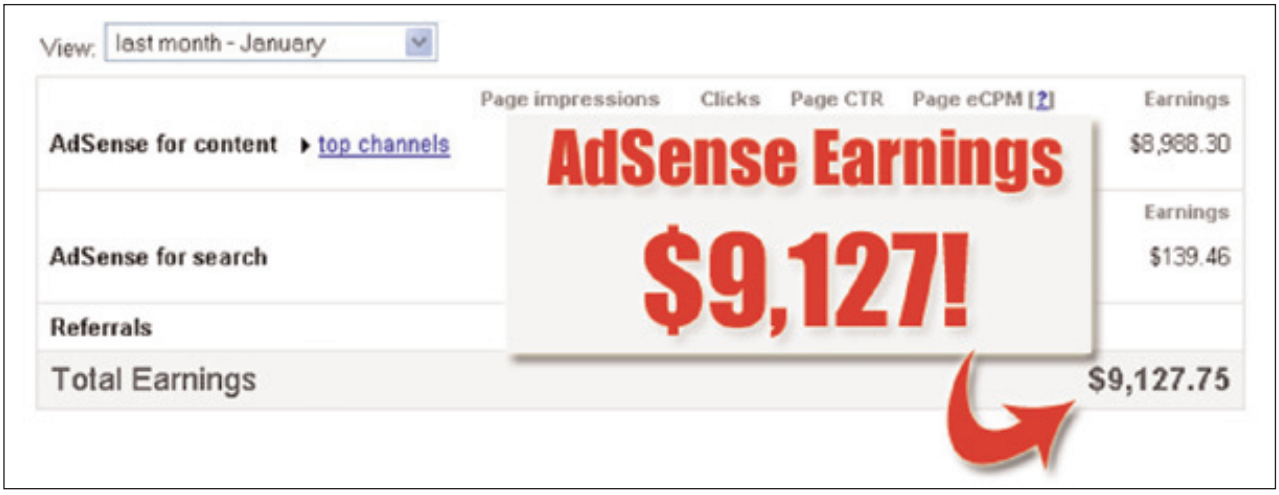
Then by the end of January, I made a total of **well over $9,000 from nothing but AdSense!**



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As you can see, this is my **combined** AdSense for Content and AdSense for Search earnings from Google. Most of my earnings ($8,988.30) came from AdSense for Content.

January 1, 2007 - January 31, 2007

Replace report... CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$8,988.30
Monday, January 1, 2007					$232.26
Tuesday, January 2, 2007					$271.00
Wednesday, January 3, 2007					$215.17
Thursday, January 4, 2007					$224.82
Friday, January 5, 2007					$109.24
Saturday, January 6, 2007					$384.86
Sunday, January 7, 2007					$352.57
Monday, January 8, 2007					$394.55
Tuesday, January 9, 2007					$417.74
Wednesday, January 10, 2007					$407.34
Thursday, January 11, 2007					$287.38
Friday, January 12, 2007					$302.84
Saturday, January 13, 2007					$261.14
Sunday, January 14, 2007					$285.77
Monday, January 15, 2007					$376.10
Tuesday, January 16, 2007					$315.26
Wednesday, January 17, 2007					$330.09
Thursday, January 18, 2007					$308.55
Friday, January 19, 2007					$235.15
Saturday, January 20, 2007					$208.52
Sunday, January 21, 2007					$241.61
Monday, January 22, 2007					$287.39
Tuesday, January 23, 2007					$297.16
Wednesday, January 24, 2007					$298.12
Thursday, January 25, 2007					$296.96
Friday, January 26, 2007					$251.32
Saturday, January 27, 2007					$251.44
Sunday, January 28, 2007					$236.28
Monday, January 29, 2007					$325.43
Tuesday, January 30, 2007					$276.67
Wednesday, January 31, 2007					$305.61
Totals					$8,988.30
Averages	2,547	946			$289.95

Google Adsense data cannot be shown according to Google TOS and has been blocked here.

Adsense Content Earnings:

$8,899.30

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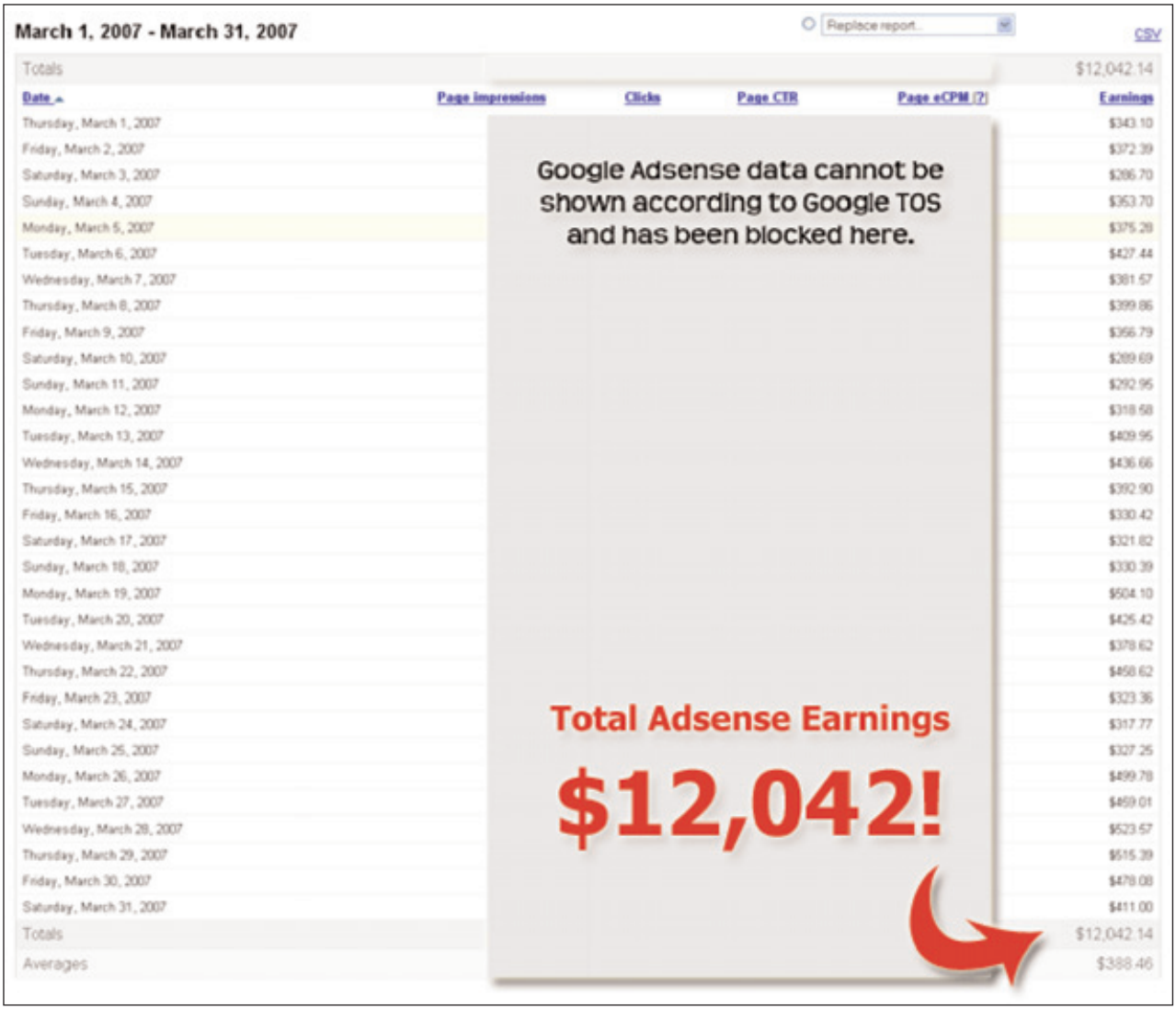
EARNINGS UPDATE:

Below are the following month's AdSense earnings so you can see that I've been able to maintain this into a steady, passive income without adding much additional work… just repeating the steps.

Note: As things change here and there, such as traffic, earnings per click, etc… you may see will see a couple decreases in earnings. But overall it has remained to be an incredibly steady income EACH month – one that continues to increase for me as I add to my arsenal. ;-)

Here are my March earnings from just "AdSense for Content"…



March 1, 2007 - March 31, 2007

Replace report... CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$12,042.14
Thursday, March 1, 2007					$343.10
Friday, March 2, 2007					$372.39
Saturday, March 3, 2007					$286.70
Sunday, March 4, 2007					$353.70
Monday, March 5, 2007					$375.28
Tuesday, March 6, 2007					$427.44
Wednesday, March 7, 2007					$381.57
Thursday, March 8, 2007					$399.86
Friday, March 9, 2007					$356.79
Saturday, March 10, 2007					$289.69
Sunday, March 11, 2007					$292.95
Monday, March 12, 2007					$318.68
Tuesday, March 13, 2007					$409.96
Wednesday, March 14, 2007					$436.66
Thursday, March 15, 2007					$392.90
Friday, March 16, 2007					$330.42
Saturday, March 17, 2007					$321.82
Sunday, March 18, 2007					$330.39
Monday, March 19, 2007					$504.10
Tuesday, March 20, 2007					$425.42
Wednesday, March 21, 2007					$378.62
Thursday, March 22, 2007					$458.62
Friday, March 23, 2007					$323.36
Saturday, March 24, 2007					$317.77
Sunday, March 25, 2007					$327.25
Monday, March 26, 2007					$499.78
Tuesday, March 27, 2007					$459.01
Wednesday, March 28, 2007					$523.57
Thursday, March 29, 2007					$515.39
Friday, March 30, 2007					$478.08
Saturday, March 31, 2007					$411.00
Totals					$12,042.14
Averages					$388.46

This is the combined screenshot of my AdSense for Content and AdSense for Search earnings. Notice that 99% of my earnings come from AdSense for Content.

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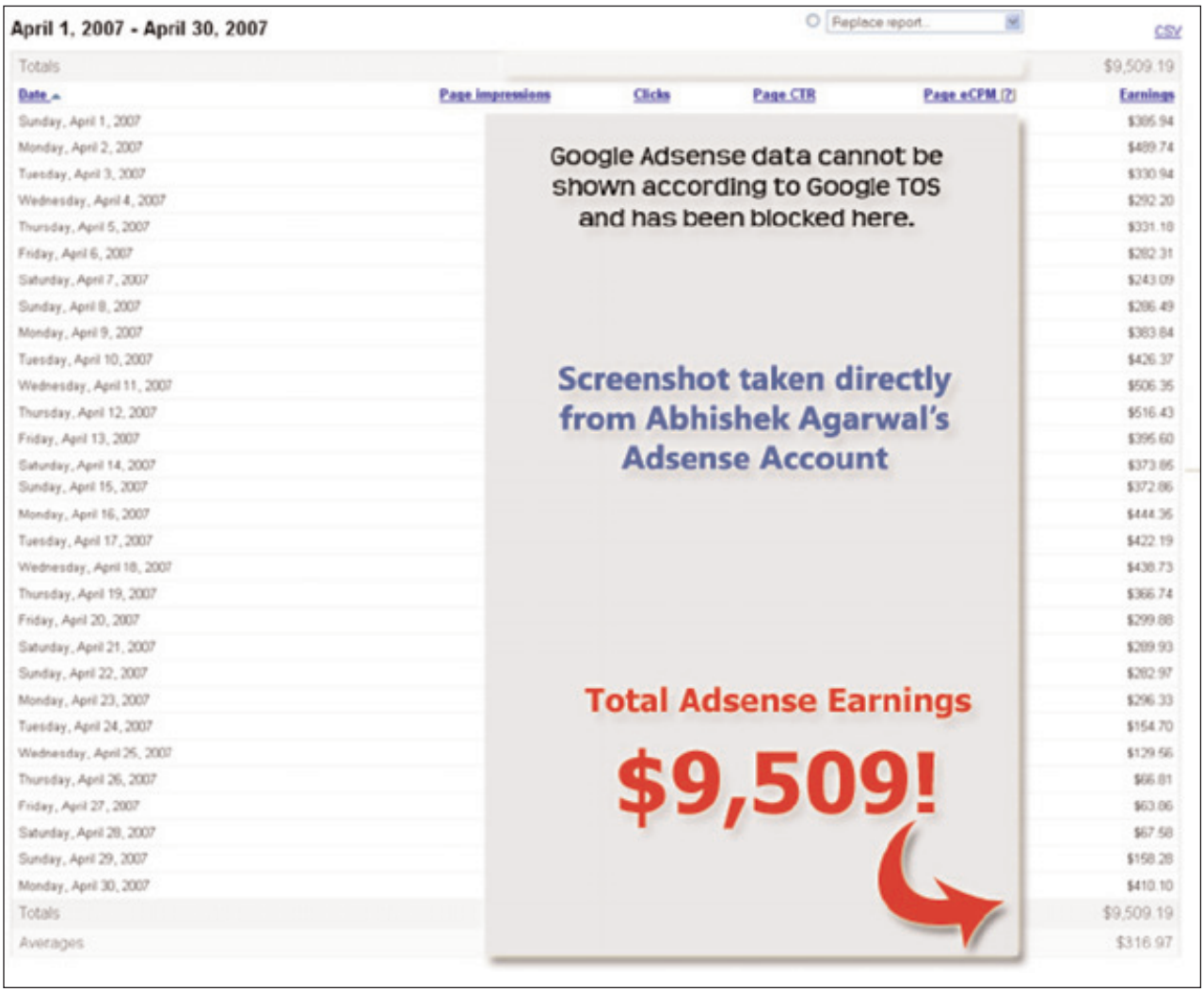
Here are my April earnings… This is one of the month's that decreased in earnings. This one was due to some changes in the traffic and mainly the earnings per click that I was making.



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Below are my May earnings…

May 1, 2007 - May 31, 2007

Replace report... CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$10,176.93
Tuesday, May 1, 2007					$386.78
Wednesday, May 2, 2007					$384.46
Thursday, May 3, 2007					$382.87
Friday, May 4, 2007					$295.21
Saturday, May 5, 2007					$277.41
Sunday, May 6, 2007					$379.37
Monday, May 7, 2007					$394.91
Tuesday, May 8, 2007					$410.27
Wednesday, May 9, 2007					$347.36
Thursday, May 10, 2007					$301.22
Friday, May 11, 2007					$307.81
Saturday, May 12, 2007					$215.88
Sunday, May 13, 2007					$210.22
Monday, May 14, 2007					$350.04
Tuesday, May 15, 2007					$313.43
Wednesday, May 16, 2007					$284.28
Thursday, May 17, 2007					$340.91
Friday, May 18, 2007					$280.11
Saturday, May 19, 2007					$206.97
Sunday, May 20, 2007					$241.99
Monday, May 21, 2007					$377.50
Tuesday, May 22, 2007					$367.07
Wednesday, May 23, 2007					$403.65
Thursday, May 24, 2007					$261.15
Friday, May 25, 2007					$200.14
Saturday, May 26, 2007					$241.23
Sunday, May 27, 2007					$261.66
Monday, May 28, 2007					$343.64
Tuesday, May 29, 2007					$475.99
Wednesday, May 30, 2007					$520.61
Thursday, May 31, 2007					$412.90
Totals					$10,176.93
Averages					$328.29

Google Adsense data cannot be shown according to Google TOS and has been blocked here.

Screenshot taken directly from Abhishek Agarwal's Adsense Account

Total Adsense Earnings

$10,176!

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And here are my June earnings…

June 1, 2007 - June 30, 2007

Replace report... CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$14,592.84
Friday, June 1, 2007					$480.09
Saturday, June 2, 2007					$420.50
Sunday, June 3, 2007					$473.84
Monday, June 4, 2007					$599.29
Tuesday, June 5, 2007					$557.60
Wednesday, June 6, 2007					$474.03
Thursday, June 7, 2007					$496.51
Friday, June 8, 2007					$467.07
Saturday, June 9, 2007					$362.79
Sunday, June 10, 2007					$484.59
Monday, June 11, 2007					$518.07
Tuesday, June 12, 2007					$543.81
Wednesday, June 13, 2007					$548.46
Thursday, June 14, 2007					$647.82
Friday, June 15, 2007					$474.58
Saturday, June 16, 2007					$449.28
Sunday, June 17, 2007					$447.95
Monday, June 18, 2007					$668.27
Tuesday, June 19, 2007					$456.47
Wednesday, June 20, 2007					$469.26
Thursday, June 21, 2007					$442.77
Friday, June 22, 2007					$391.99
Saturday, June 23, 2007					$359.72
Sunday, June 24, 2007					$377.46
Monday, June 25, 2007					$420.11
Tuesday, June 26, 2007					$535.95
Wednesday, June 27, 2007					$557.73
Thursday, June 28, 2007					$533.26
Friday, June 29, 2007					$520.77
Saturday, June 30, 2007					$412.80
Totals					$14,592.84
Averages					$486.43

Google Adsense data cannot be shown according to Google TOS and has been blocked here.

Screenshot taken directly from Abhishek Agarwal's Adsense Account

Total Adsense Earnings

$14,592!

And then I was able to take a screenshot of the combined total of AdSense for Search and AdSense for Content. Again, 99% of the earnings come from AdSense for Content. Here it is below…

View: last month - June

	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
AdSense for Content ▸ top channels					$14,592.84
AdSense for Search					$161.10
Referrals					
Total Earnings					$14,753.94

AdSense Earnings

$ 14,753!

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And then in July 2007, I had made it all of the way to over $15,000! Here's the screenshot below…

View: last month - July

	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
AdSense for Content ▸ top channels					$15,557.26
AdSense for Search					$134.25
Referrals					
Total Earnings					$15,691.51

AdSense Earnings

$ 15,691!

Once again, over 99% of my earnings come from AdSense for Content and less than 1% come from AdSense for Search. Below, you'll see my latest month of August…

August 1, 2007 - August 31, 2007

Replace report... CSV

Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Totals					$15,176.03
Wednesday, August 1, 2007					$647.36
Thursday, August 2, 2007					$587.96
Friday, August 3, 2007					$486.52
Saturday, August 4, 2007					$454.73
Sunday, August 5, 2007					$471.39
Monday, August 6, 2007					$609.16
Tuesday, August 7, 2007					$640.18
Wednesday, August 8, 2007					$640.36
Thursday, August 9, 2007					$461.49
Friday, August 10, 2007					$356.18
Saturday, August 11, 2007					$356.84
Sunday, August 12, 2007					$368.78
Monday, August 13, 2007					$548.19
Tuesday, August 14, 2007					$501.17
Wednesday, August 15, 2007					$460.82
Thursday, August 16, 2007					$604.98
Friday, August 17, 2007					$441.07
Saturday, August 18, 2007					$314.23
Sunday, August 19, 2007					$395.88
Monday, August 20, 2007					$533.45
Tuesday, August 21, 2007					$556.04
Wednesday, August 22, 2007					$537.52
Thursday, August 23, 2007					$540.42
Friday, August 24, 2007					$438.15
Saturday, August 25, 2007					$358.92
Sunday, August 26, 2007					$494.06
Monday, August 27, 2007					$558.30
Tuesday, August 28, 2007					$565.62
Wednesday, August 29, 2007					$458.55
Thursday, August 30, 2007					$492.81
Friday, August 31, 2007					$396.92
Totals					$15,176.03
Averages	4,054	1,762			$489.55

Google Adsense data cannot be shown according to Google TOS and has been blocked here.

* Actual Earnings Taken From Abhishek Agarwal's AdSense Account

Total Adsense Earnings

$15,176!

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I haven't built a new site for about 4 months, so ALL of this has been on complete and total auto-pilot for the past several months!

Before we continue with the rest of the interview, I'd like to mention something.

A lot of things I do are unconventional, and probably not the *best* way. This is because I am quite new to the field, and considering the massive amounts of sites I am building, focusing on the conventional process is very time consuming for me. And like I said before… I'm an inherently lazy person. :-) As we move along, I will point out the places where I feel I am doing things differently.

Q. Prior to using HyperVRE, did you ever have success promoting or marketing affiliate products?

No, before using HyperVRE, I had not tried my hands at Affiliate Marketing. However, now since my AdSense sites are all running on auto-pilot, I have started devoting more of my time to Affiliate Marketing... And the results up until now have been very encouraging!

Apart from Clickbank, I am a part of various affiliate programs.

You can check out a few of my most recent screenshots of my affiliate accounts with PayDotCom, Clickbank, and PayPal. If you focus on something with dedication, you can see results.

PayPal Account

(earned over $1,070 USD in only 13 days)

Payments Received from Jul. 7, 2007 to Aug. 6, 2007 NEXT >

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount
Aug. 5, 2007	Payment	From	This is hidden according to privacy policies	Completed	Details		$19.99 USD	-$1.08 USD	$18.91 USD
Aug. 5, 2007	Payment	From		Completed	Details		$19.99 USD	-$1.08 USD	$18.91 USD
Aug. 4, 2007	Payment	From		Completed	Details		$19.99 USD	-$1.08 USD	$18.91 USD
Aug. 4, 2007	Payment	From		Completed	Details		$19.99 USD	-$1.08 USD	$18.91 USD
Aug. 3, 2007	Payment	From		Completed	Details		$19.99 USD	-$1.08 USD	$18.91 USD
Aug. 3, 2007	PayPal Credit	From		Completed	Details		$19.99 USD	-$1.08 USD	$18.91 USD
Aug. 3, 2007	Payment	From	Total in ONLY 13 Days...	Completed	Details		$27.00 USD	-$1.35 USD	$25.65 USD
Aug. 2, 2007	Payment	From		Completed	Details		$7.00 USD	-$0.57 USD	$6.43 USD
Aug. 2, 2007	Payment	From		Completed	Details		$37.00 USD	-$1.74 USD	$35.26 USD
Aug. 1, 2007	Payment	From		Completed	Details		$19.99 USD	-$1.08 USD	$18.91 USD
Aug. 1, 2007	Payment	From	over	Completed	Details		[illegible]	[illegible].28 EUR	€71.72 EUR
Aug. 1, 2007	Payment	From	$1070	Completed	Details		$314.55 USD	$0.00 USD	$314.55 USD
Aug. 1, 2007	Payment	From		Completed	Details		$19.99 USD	$0.00 USD	$19.99 USD
Jul. 29, 2007	Payment	From		Completed	Details		$195.00 USD	-$7.91 USD	$187.09 USD
Jul. 26, 2007	Payment	From		Cleared	Details		$45.00 USD	-$2.06 USD	$42.94 USD
Jul. 25, 2007	Payment	From		Completed	Details		$19.99 USD	-$1.08 USD	$18.91 USD
Jul. 24, 2007	Payment	From		Completed	Details		$152.00 USD	-$6.23 USD	$145.77 USD

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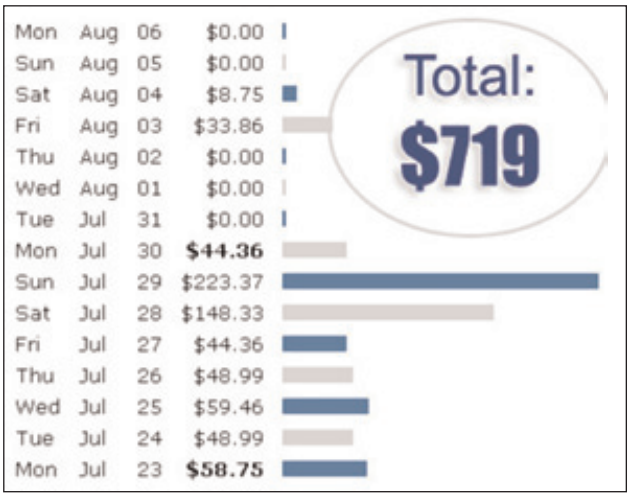
Clickbank Affiliate Account

(earned over $719 in only 15 Days)



PayDotCom Affiliate Account

(earned over $769 in only 17 days)

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As you can see, in roughly 17 days, I made about $2,558 from Paypal, PayDotCom, and Clickbank combined. This was from nothing but affiliate marketing! :-)

I haven't spent much time on the affiliate marketing side of things since most of my concentration went towards building an AdSense VRE empire, but now I've started to really take advantage of the affiliate marketing side of things with HyperVRE.

And as you can see, the results up until now have been very encouraging!

Chapter Recap:

- Abhishek was previously very active in the eBay community, but had never worked with AdSense prior to this.
- In September, he earned only $42.44 from AdSense.
- His October earnings were $57.32.
- In late-October, he started using HyperVRE.
- By the end of November, Abhishek had made $1,518.16 from AdSense.
- After his second full month of using HyperVRE (December), he made $4,141.02… which comes out to be an average of about $133 per day.
- **After a full 3 months, Abhishek's earnings were $9,127 in the single month of January**
- **UPDATE: By the end of July, Abhishek made $15,691 from AdSense alone.**
- **In only 17 days, Abhishek made $2,558 from strictly affiliate sales.** Now that his AdSense sites are running on auto-pilot, he has more time to concentrate on building the rest of his VRE 'empire'.

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Chapter 2: Choosing a Profitable Niche

Q. How do you decide what profitable niches to build your AdSense sites on?

It might seem weird, but at first I didn't use any software to find profitable niches based on keywords. Initially, I had purchased hundreds of templates from a well-known AdSense master (Joel Comm). He was selling a package called http://www.hypervre.com/InstantAdsenseTemplates/ (aka IAT).

His templates were based on popular niches that were previously researched by him and his 'team'. So initially that saved me the hassle of trying to find good niches myself.

I started to **constantly track my AdSense earnings**, and realized that many of those niches were not paying me. In fact I was losing money on several of those niches.

On careful examination, I started to see some trends. I saw that some niches (and their sub-niches) were always profitable, and some were never profitable. I decided to eliminate the non-profitable sites, and create more sites focusing on the ones making me money.

UPDATE: Currently, I use a combination of Joel Comm's IAT service, but I also use Matt Callen's HyperVREmonthly.com templates since they're created specifically for HyperVRE. The quality of these templates is much better than those at IAT, but since they don't provide as many each month, I'm still a member of the IAT service. If I only created 15 sites per month, then I'd definitely stick with just HyperVREmonthly.com

So I searched the net and downloaded some **pre-made profitable keyword lists** and consolidated all of them. I then categorized them based on my previous findings of which sites were profitable and which were not.

I should add here that whichever tool I use for my niche research, I can never be 100% sure whether the niches I have selected will be profitable or not. If I do my keyword research properly, I definitely have better chances of hitting good niches. BUT my earnings depend on Google – and their 'Smart Pricing' strategy often pays very low, even for the "highly profitable" niches. **I can never know for *sure* until I make my sites and constantly monitor them.**

Since I initially purchased the IAT package from Joel Comm, I had a large group of 'popular ideas' for sites with templates and articles. There were around 300 different ones.

With HyperVRE, I built all these sites and waited to see if they were giving me profits or not (more on this later). As I mentioned above, I had to remove some of the niches because they were not

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profitable, and I was losing money on them. I ended up removing about 100 sites that were wasting my money, so **I was left with about 200 good ones**.

So you see, at the beginning I never got a chance to actually "select" my niches from scratch, as the initial niches were already provided to me. That is, I never actually went out and researched the niches myself – *at the start*.

Again as mentioned earlier, when I analyzed the sites that *were making me money*, I started to see some trends in the kinds of sites that paid well, and the kinds of sites that did not pay so well.

That's when I started some keyword research. I then used some keyword lists found on the net, and also the Top 40K Keyword list that's in the gold member's area at the HyperVRE site.

There were a few things that I would look for when trying to predict if a niche was going to be profitable or not. Notice I said "predict". Like I said before, you don't know for sure until you try it out. If it doesn't end up being profitable, then scratch it and move on to the next niche.

I look for some important metrics in doing my Keyword research. **I look at the average CPC, number of ads for that keyword, and number of searches in a month.** Unfortunately, since I did not originally use a keyword research tool, I did not always have all these metrics at my disposal.

Matt's Comments:

When researching for your profitable keywords (niche), you should look for keywords that have a **HIGH** Average CPC (cost-per-click), **HIGH** number of ads for that keyword, **HIGH** number of searches per month, and a **LOW** number of competing websites for that organic keyword search term.

I recently acquired Keyword Elite, and I plan to use that for researching many other profitable niche markets in the coming weeks, as it will show me ALL of these metrics mentioned above, and supposedly a whole lot more. :-)

So, I **consolidated all these gathered lists** into one big file. I then categorized the keywords into their respective main categories. Interestingly, I found that the categories I had selected out of my 300 sites and the categories I found from the keyword lists were very, very similar.

I then further categorized these profitable main categories into sub-categories. For example, the category *Finance* was sub-categorized into *Loan*, and *Loan* was further categorized into *Auto Loan* and *Education Loan*.

See below for a short schematic…

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Finance

- Loan
  - Auto Loan
  - Education Loan
  - etc.
  - etc.
  - .
- Mortgage
  - FHA Mortgage
  - Mortgage Refinance
  - etc.
  - etc.

Law

- Attorney
  - Mesothelioma Attorney
  - Divorce Attorney
  - etc.
  - etc.

Hope you get the picture.

After doing all of this, I came up with ideas for hundreds of other sites that I could then start working on. Which ones will actually be profitable, I still have to check that out.

I know this is a non-conventional way of doing things. But because of my original limited resources (at the time, a lack of a good keyword/niche tool), this was the best I could do. And honestly, it seems to be working pretty well for me.

Once I decided on the niches to focus on, I moved on to the process of building my sites.

Chapter Recap:

- Abhishek purchased Joel Comm's Instant AdSense Templates, and began using some of those niche ideas for his initial sites.
- **UPDATE:** Abhishek now uses both IAT and www.hypervremonthly.com for his templates.
- After putting the websites online and monitoring the earnings from each site, he was able to determine which of those niches were making him money. He would keep those that did, and remove those that didn't.
- From the keyword niches that made him money, pre-made keyword lists he found on the net, keywords from the HyperVRE Top 40K Keywords, and lists of keywords from Keyword Elite, Abhishek was able to narrow his niches down into several sub-categories. This allowed him to get more ideas for sites similar to the main niches that had previously shown to be profitable for him.

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Chapter 3: The Site-Building Process: Step 1

Q: Can you take us through your process of building your AdSense sites, now that you have narrowed down your market to a specific niche?

Once I decide on the niche to create a site for, I start the building process with HyperVRE.

Making my first site seemed to be tough. But gradually things became easy and I could churn out several websites in a day.

HyperVRE has been a **boon** to me! Especially **the GOLD version**.

It has saved me endless hours of sweat. I'll stand by Matt when he says that it takes out the "time-sucking, manual labor"!

Before signing up as a free HyperVRE member, I wasn't sure if it was going to be for me. But I went ahead and upgraded, and there's no doubt now… I love it.

If you are serious about building websites, you should have the Gold version. I was able to recover the costs within a couple weeks. So don't be penny wise and pound-foolish. Get the Gold version! It's one of the best purchases I've made in a really long time. Obviously, without it I wouldn't be able to create all of these sites, and I wouldn't be able to do this case study report.

Before I start building my sites using HyperVRE, I do the following:

1. Decide on Niche(s) that I want to build the site on – I've already mentioned above how I do that.

2. Create a header image for the niche. You can use any image-editing tool for this. I've found that creating a header image related to your niche topic is the best way to go, but second to that is to just use a generic header image that will relate to any topic.

3. Decide which templates to build my site(s) on. I currently use a predefined template that has been working very well for me in the past.

See the **example template screenshot** below… This example has a header image specifically related to the niche topic of "Acting".

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4. Then, I open up HyperVRE and put it to work. :-)

Q: Where do you get your templates or do you create them yourself?

Oh, I definitely don't try to create the template designs myself. If I did that, the sites would look horrible. I can do some basic graphics work… but that is only the bare basics at best. So I don't try to take a stab at creating fully designed webpage templates.

I leave that work to the professionals.

Like I mentioned earlier, I used to always use Joel Comm's Instant AdSense Templates (now called "Monthly Templates"), but ever since Matt's professional design team became available to members, I jumped over to using that as well since Matt is the creator of HyperVRE and these templates are optimized specifically for HyperVRE-type sites.

So now, I get many of my templates from Matt's www.hypervremonthly.com , as well as Joel Comm's Instant AdSense Templates.

The quality of these templates at HyperVREmonthly.com is much better than those at IAT, but since they don't provide as many each month, I'm still a member of the IAT service. If I only created 15 sites per month, then I'd definitely stick with just HyperVREmonthly.com

I recommend going with some sort of template service though because there's no way I'd have…

1. The ability to create professional-looking designs
2. The time to create all of these designs each month
3. The time to try to optimize each and every template
4. The time to come up with 50-60 new topics each month.

If it sounds like I'm really endorsing these services, it's because I am! ;-)

They really are the backbone of my site-creation process (well, second to HyperVRE of course). Definitely worth it!

Q: When you're editing your templates, do you always put your AdSense ads in the same positions? Where do you put the AdSense ads? Have you had success with specific ad formats as opposed to others?

Yes, I put my AdSense ads in the exact same places on each template.

I have tried experimenting with various places, but I stick to the positions that give me the best CTR (click-through-rate).

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I prefer using **"large rectangle"** ad formats. And I **place them "above the fold"**. I also use "sky scraper" formats on the sides of my page.

I have experimented with the following ad formats

Leaderboard (728 x 90)
Banner (468 x 60)
Wide Skyscraper (160x600)
Large Rectangle (336 x 280)
Medium Rectangle (300 x 250)

And after experimentation and monitoring which ones produce the best results, I have found that the ones that work best for me were (in order of preference)

1. **Large Rectangle (336 x 280)**
2. **Medium Rectangle (300 x 250)**
3. **Wide Skyscraper (160x600)**

Matt's Comments:

Abhishek mentioned putting some AdSense ads "above the fold". The term "above the fold" refers to the section of a webpage that is visible without scrolling down. This is a good practice to follow, as it's been shown to give a high CTR as opposed to other ad placements.

The general rules of good ad placement hold true. I **blend my ads with my content** and make sure to place some of them above the fold. I focus on having highly relevant content on the site so that Google displays targeted ads for those specific profitable keywords. This immensely helps in improving my CTR and payout per click.

I would never think of making my ads stand out. Because if they stand out, they will look more like blatant advertisements, and that's the last thing we want, right? So I **always blend my ads with my content**.

Normally my sites have a white background, so the background of my ads is white. This way my ads and content perfectly gel with each other.

I also used to have images next to my ads. That really did wonders for my CTR. No wonder Google rolled out a policy that prohibits displaying of images next to ads. Although this policy is very confusing, I prefer not to take any chances. *So **I stay completely away from putting any kinds of images next to my AdSense ads.***

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Chapter Recap:

- Check out Abhishek's example template shown above.
- Abhishek creates a header image related specifically to the niche he is creating the site for.
- The AdSense ads that work best for him are:
  Large Rectangle (336 x 280)
  Medium Rectangle (300 x 250)
  Wide Skyscraper (160x600)
- He makes sure to blend his AdSense ads with his content so that they don't stand out like blatant advertisements. He also makes sure to **place an ad unit "above the fold".**
- He does NOT put any images next to his AdSense ads, since it is now against Google's TOS policy.

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Chapter 4:
The Site-Building Process: Step 2 – Using HyperVRE

Q: Can you walk us through the steps you would take to create a real example site with HyperVRE Gold, as if you were creating it from scratch right now, and then going to add it to your Virtual Real Estate?

Sure.

Before getting acquainted with the steps in HyperVRE, I used to just follow the instructional videos or directions in the help manual that came with the software. But after a couple run-throughs, it's become a complete breeze.

So here goes…

Let's use the example niche: ***Ringtones***.

I've already showed you how I choose potentially profitable niches, so we'll just start at the website creation process.

By following my methods above, I found that the topic "Ringtones" is potentially profitable, and I've already gathered a list of keywords for that. In addition to that, I already have my template and header image made for this site… It looks very similar to the example "Acting" template above.

Now it's on to using HyperVRE Gold.

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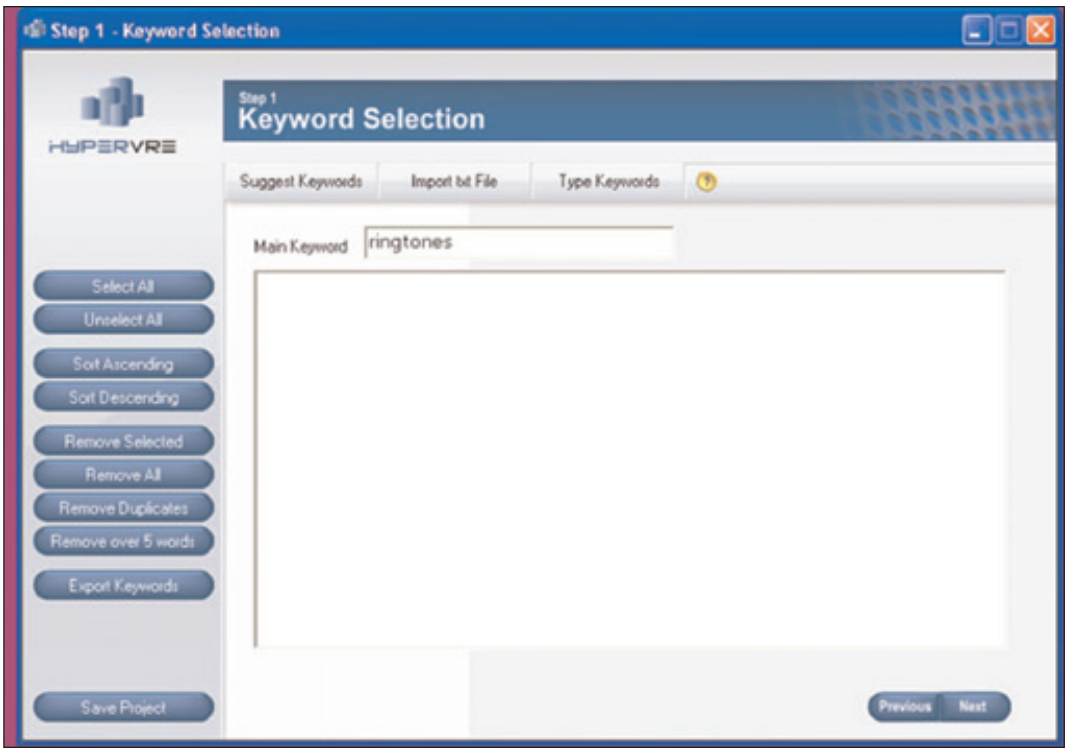
HyperVRE Step 1 – Keyword Selection

This is where I first select my main keyword. For this example, I am building a site on *Ringtones*, so my main keyword will be "*ringtones*"



If I don't already have a list of profitable keywords for that particular niche, I'll just use HyperVRE's default keyword generator. However, like I said before, most of the niches I use have been researched and I've already got a list of profitable keywords to use here. So since I already have a list of keywords, I'll just import them with the 'import' feature in HyperVRE.

Typically, I'll only insert about **20-25 profitable keywords** so that my sites are of good quality content, and will contain about 20-25 web pages.

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HyperVRE Step 2 – Template Selection

Now that I've built my keyword list and entered it into HyperVRE, I then select my homepage and keyword templates. The example template shown above is an example of a homepage template. The keyword page template is VERY similar, but just has some different HyperVRE variables on it, so that the proper content will be added to the pages that I want.

For example, I usually only put the article content variable on the keyword page template, rather than putting an article content variable on the homepage template.

Once I've selected the templates, if I have a css style sheet for my templates, I'll use that on this step too. Then I decide whether I want my pages to have a .php or .htm extension.

When I first started creating AdSense sites with HyperVRE, I wasn't sure which was better. But now **I always use PHP** so that I can put rotating definitions, rotating random descriptions, and rss feeds on the sites. This is very important, as I'll describe later.

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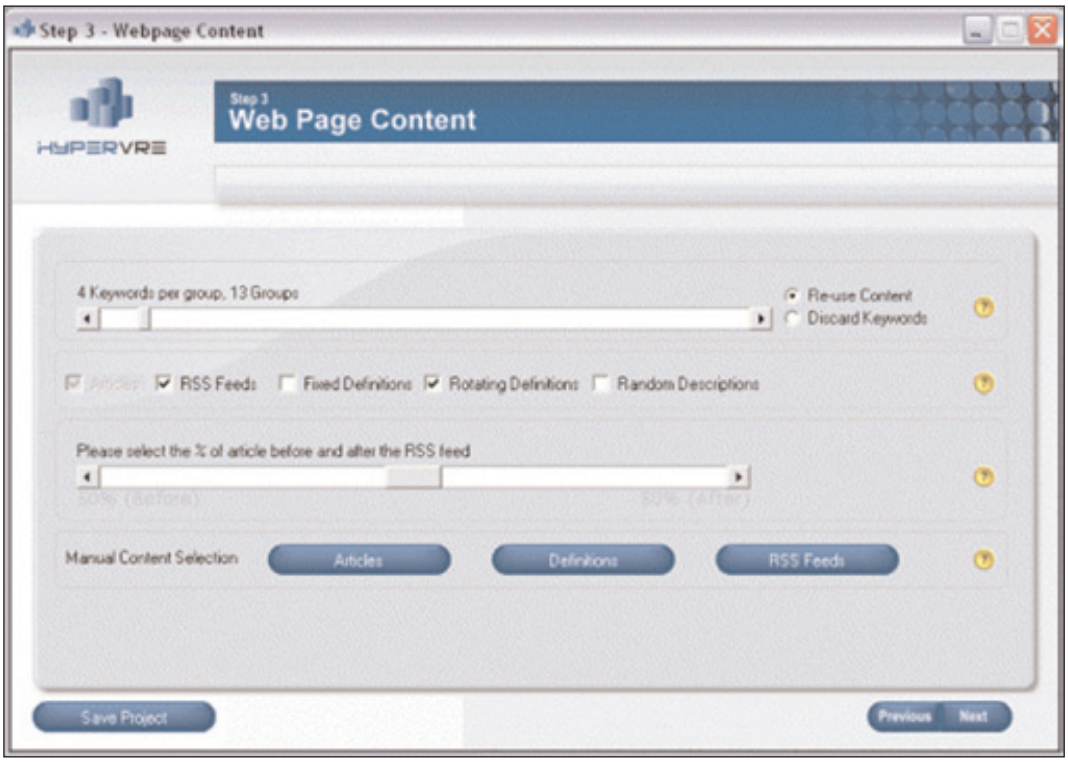
HyperVRE Step 3 – Web Page Content

These are the steps where I define what content I want on my site. I usually just leave the number of keywords per group at the default setting, as I've seen that this linking structure is pre-defined as being good for both search engine optimization and making the site visitor-friendly. Then, I always **use the rotating definitions, rss feeds, and random descriptions feature.** This helps keep my sites fresh for the search engines.



I then leave "the % of articles before and after the rss feed" as default. This separates my article content into two sections so that 50% of the article is above the rss feed, and the remaining portion of the article is below the rss feed.

With the "Instant AdSense Template" package that I purchased from Joel Comm, I was given several prewritten articles that I could use, so for those sites, I'll **import the articles manually** on this step.

The article import feature is nice in HyperVRE because I can select all of those articles and click "import". They have to be pre-formatted correctly for HyperVRE, but with Joel's package, they were already formatted for me.

Although I would love to write my own content for each and every site, I simply can't. Because many of the profitable niches are boring (in my opinion), and I don't know anything about the niche, I don't spend all of my time trying to write articles for them.

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Also, given the number of sites I make, it is practically impossible for me to write articles on all of them. So I rely on HyperVRE, purchased PLR articles, or the articles that came with the Instant AdSense Templates package for my content.

Matt's Comments:

Adding unique, quality content is a very important strategy when creating AdSense sites. Obviously, the best thing to do is to write your own articles or having someone write them for you. This ensures that they are 100% unique and of good quality, targeted directly to the keyword that you're optimizing your webpage for –thus, targeted AdSense ads will appear on your site. However, it's not always possible to do this, given the number of websites that you will be creating. So that's why my second recommendation is to use PLR articles, and then either manually edit them or run them through a content spinner so that the articles are even more unique. Then, once you've got your unique articles for your site, you can bulk import them using HyperVRE.

This is what Abhishek has done.

After this, I let HyperVRE find RSS feeds for me. **I NEVER skip this step**.

Adding RSS feeds to my site will make it very dynamic. And since I tend to create the sites and let them sit for a while, this dynamic feature helps ensure that I will always have fresh content.

I'm also given the option to manually add definitions and rss feeds, but like I said before… I'm a lazy person by nature, so I allow HyperVRE to automatically gather those for me.

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HyperVRE Step 4 – Article Search feature

Here, I do searches for various keywords that are related to my keyword topics. I can set the keyword density here and do as many article searches that I'd like to.

Once the articles are found and filtered by my settings, they're added to the next step where I can (if I'd like to) match the articles to specific keywords.

… and …

HyperVRE Step 5 – Article and Keyword Matching

This step is optional, but it's a great way to make sure that your content is related to each keyword webpage. I like to make sure that the article is specifically targeted to the keyword that will be optimized on that particular webpage. So here, I quickly match up the articles that were just gathered for me with the keywords that I added earlier on step #1. If I don't like the look of one of the articles, I'll delete it here too.

HyperVRE Step 6 - Other Customization

…and…

HyperVRE Step 7 – Pay Per Click Publishing

These are both optional steps, and I don't use these much, so I'll just skip the details here.

Instead of using Step #5 in HyperVRE and adding the AdSense code that way, I just **add the AdSense ad code directly to my template** before I start to use HyperVRE.

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HyperVRE Step 6 – Affiliate Product selection

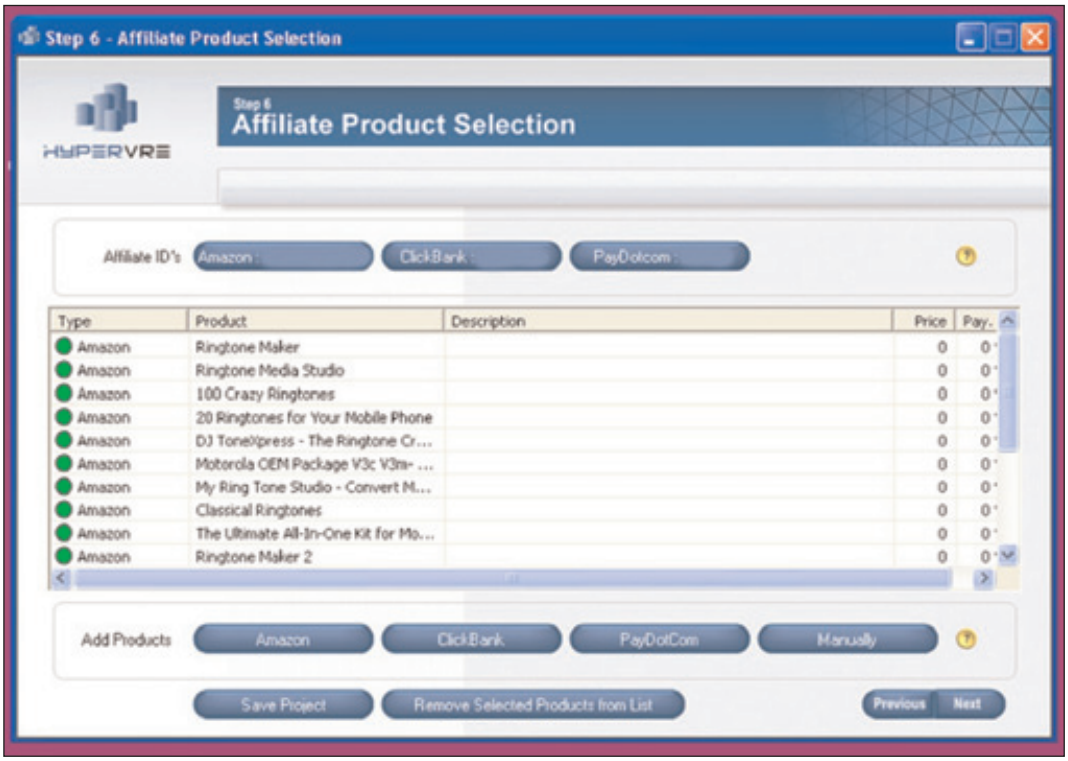
I like this step. Very creative. :-)

Since I have an affiliate account with Amazon, Clickbank and Paydotcom, I can let HyperVRE select relevant products for my niches and add them to my site. Since I'm a Gold member of HyperVRE, if I use this feature, my site will automatically contain my affiliate links to these products.

So when a visitor clicks on any link that they're interested in, they will be taken to the Amazon, Clickbank or Paydotcom product webpage (which ever site that product belongs to). And on a successful sale of that product, I will be paid.

This is a very good way to generate a **secondary source of income** from my sites, other than AdSense.

This is also a step that I will never skip. In this "ringtones" example, I'll do a quick search for my keyword and then select the products that have the highest payouts or that look profitable.



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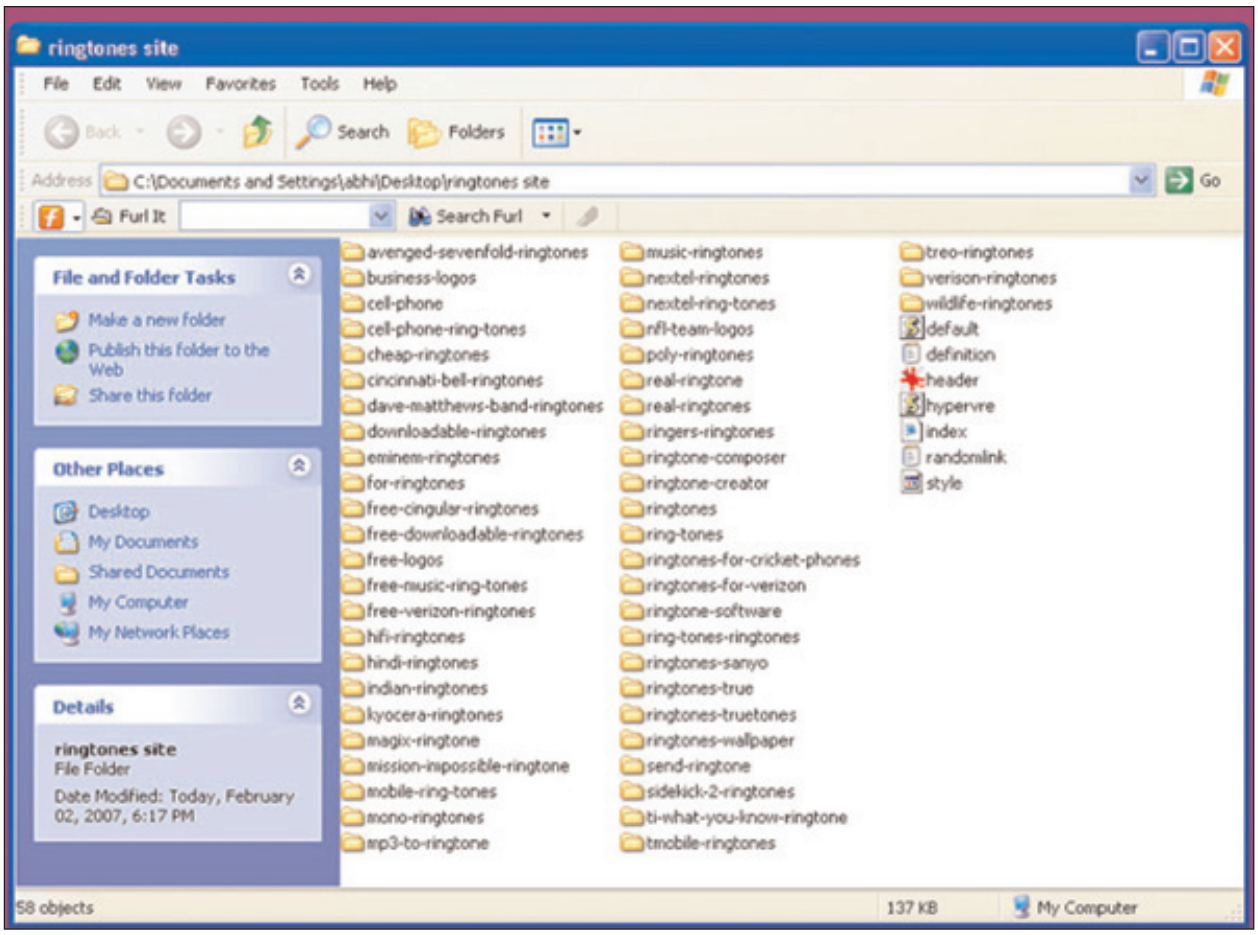
HyperVRE Step 7 – Contextual Ad setting

I prefer to leave these options as it is by default. I've never tested if changing these options works better than others, so I just tend to keep this feature set to the default. However, if I wanted to change the layout and display settings of my contextual ads, I could tinker around with this step.

HyperVRE Step 8 – Generate Webpages

This is the last step in creating my site. I just select the folder where I want to save my web pages, and then Save the HyperVRE project and generate the website.

Let's take a peak at the work HyperVRE has done for me with this *Ringtones* example site. Below is a screenshot of the files that make up our *Ringtones* site



Once my site is created, I always change the paths of my image files to the absolute path of my website. Doing it manually can be a very cumbersome process, so I use a bulk text replacement tool for this, like TextPad or Dreamweaver.

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In this example, I would change that path to: http://www.mydomain.com/ringtones/images/

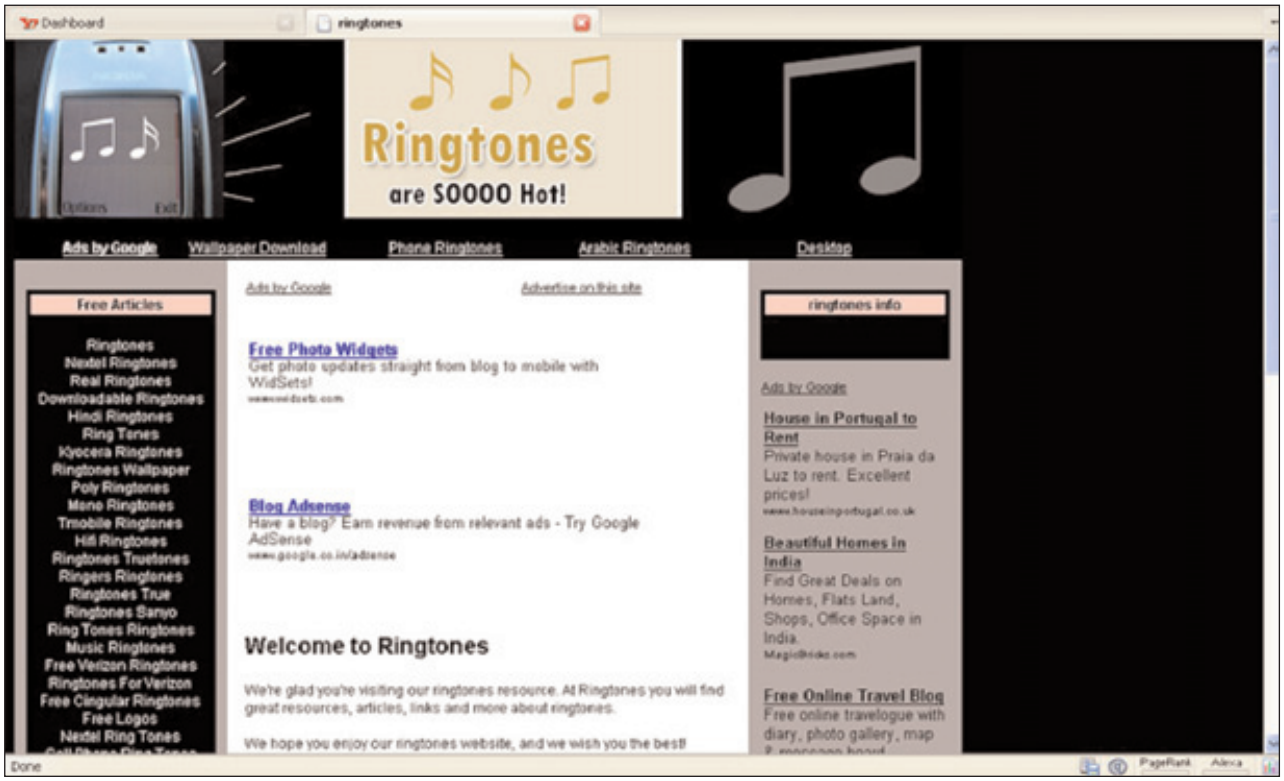
That way, I only have to upload the /images/ folder to my main directory on my domain, rather than having to keep a relative path and then having to upload the /images/ folder to each and every sub-directory too.

Matt's Comments:

An even better and less time-consuming way to do this is to simply edit each of the image paths on the 2 template files (homepage and keyword page templates) to the absolute path of those images BEFORE you import them into HyperVRE. Since you know the URL of what your domain will be, instead of having a relative path like../images/image01.jpg for an image, you can just enter the absolute path of the image – such as http://www.mydomain.com/images/image01.jpg

Once I'm ready with my website, I upload it to my domain using SmartFTP… Then, it's time to get traffic to the site!

Here's what the homepage of the *Ringtones* example site looked like when I was finished…



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Q: Do you create an entirely new domain for each new site, or do you keep all of your sites on the same domain, and then create sub-domains/or sub-directories?

Up until now, I have all my sites under 1 domain. I have created sub-directories for each site. But I have already registered a couple other domains, and the new sites I create will be under this new domain.

For this *Ringtones* example site, I would put it online somewhere like http://www.mydomain.com/ringtones/

As I mentioned before, I currently have around 200 sites that are making me money. So if I had to create a new domain name for each site, I would be wasting a lot of my earnings just for registering a new domain name. Perhaps it would help more with search engine optimization – I'm not quite sure – but it would still be less immediate profit for me. So that's why I stick with the same few domains for my sites, and create sub-directories for them.

If you are planning to make hundreds of sites like me, **I suggest you have 1 - 3 domains and create sub-directories for your sites.** Once you zero-in on some sites that constantly perform well, you can decide to create a separate domain for that site.

Chapter Recap:

- Abhishek selects about 20-25 profitable keywords to enter into HyperVRE so that his sites are of good quality content, and will contain about 20-25 pages.
- He always uses php webpages so that he can include rss feeds, rotating definitions, and rotating random article descriptions on his HyperVRE webpages.
- He manually imports pre-written articles (from either the Instant AdSense Templates package or from a PLR article source) or uses the automatically generated articles that HyperVRE finds.
- Abhishek adds the AdSense ad code directly to his templates before he starts to use the software.
- He always uses the Affiliate Product Step in HyperVRE to try and generate a secondary source of income from his sites, other than AdSense.
- After generating the webpages, he uploads them into a sub-directory on one of his sites. He recommends you **have 1 - 3 domains and create sub-directories** for each of your sites, instead of buying a separate domain for each site.

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Chapter 5: Getting Traffic

Q: How are you getting traffic to your sites? Do you rely on organic search engine traffic, PPC advertising, or some other form of traffic?

I rely almost entirely on PPC (pay-per-click) advertising. I highly prefer using PPC traffic from search engines because it usually brings a quicker source of traffic to my sites as opposed to trying to optimize all of the sites to rank well with natural organic search results.

So I mainly use Yahoo/Overture as my traffic source, though the past 3 months I've incorporated MSN adCenter into my ad campaigns. I want to venture into other smaller PPC engines, but in smaller PPC engines, click fraud is rampant, and that's what I fear.

The upside of using MSN adCenter is that they are cheaper than Yahoo. You can bid only 5 cents. And if you have several sites, it can give you decent traffic every month.

But the downside is that it doesn't give you as much traffic as Yahoo Sponsored Search. But it's definitely improving every month. So I would highly suggest taking a little time and setting up adCenter campaigns. It's worth it.

Below, I'll describe how I use both Yahoo and MSN to drive targeted traffic to my sites.

Everywhere, I hear a lot about getting traffic from Google's organic search results. I agree that getting traffic from Google is great, and nothing can beat that. But at the same time, it is very time consuming to build your organic SE rankings.

So that's why I prefer using PPC search engines. They're a great source of instant traffic. And I've had most of my experience with Yahoo's Sponsored Search.

To get traffic from Yahoo's PPC search engine, here are the steps I take…

1. **I select the keywords for my campaign**. Whenever someone searches for these keywords, Yahoo will display my ad at the right hand side of the search results, and if my ad is attractive, the visitors will click it. I like to use a free keyword tool called "The Dowser". It is very effective in generating keywords on any niche. However, recently I got a copy of Keyword Elite, which seems to be way better than The Dowser, since it is specifically designed for providing the best keywords for a particular PPC campaign.

Let's continue with the example: *Ringtones*.

If I were using The Dowser to get keywords for this site, I would do the following…

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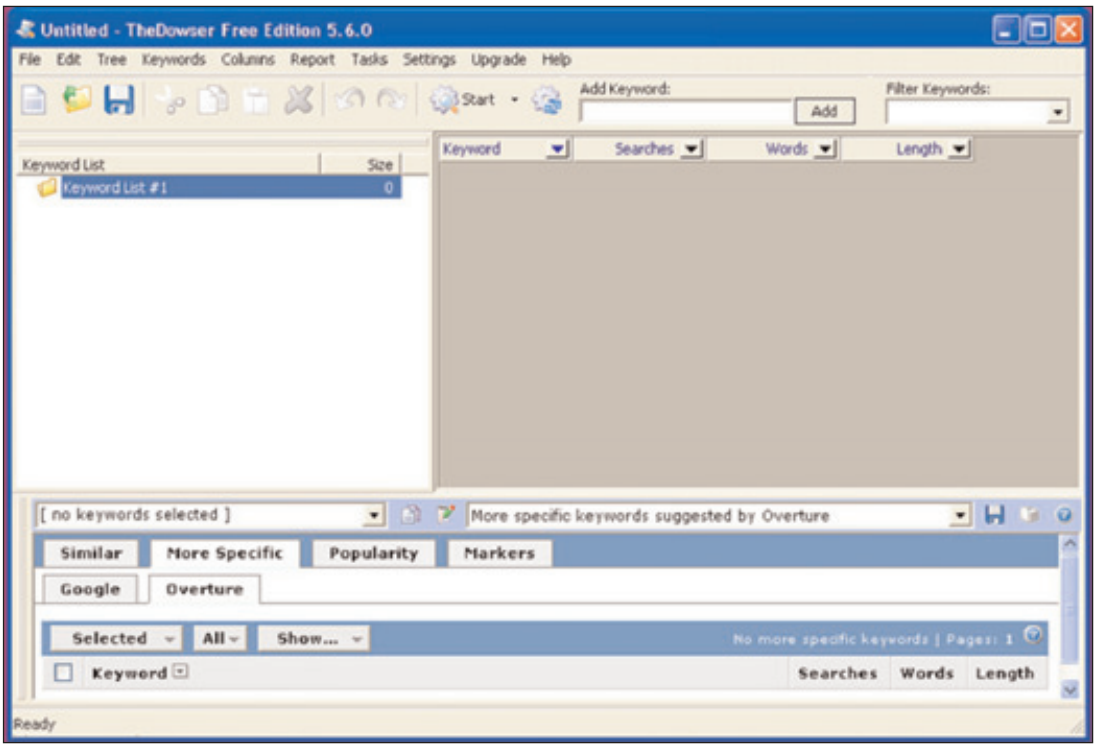
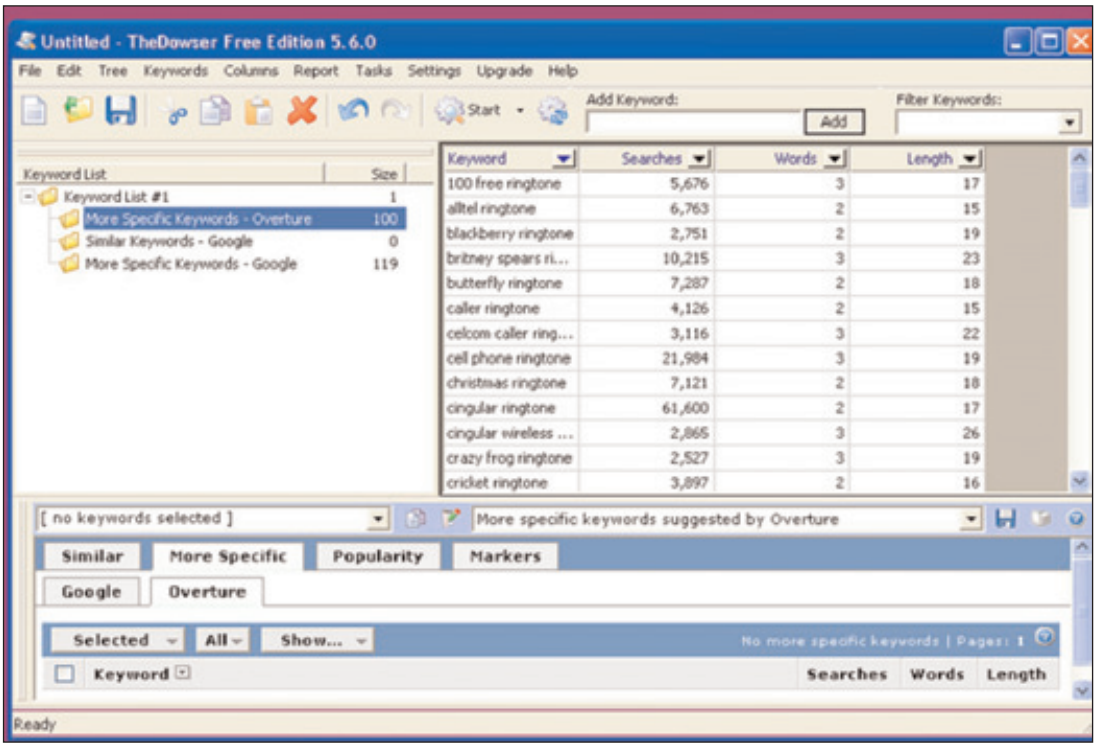
Open the Dowser and enter my main keyword "Ringtone", and then click on Start. The Dowser starts getting *Ringtone* related keywords for me.



Once that is done, I export all these keywords to an Excel sheet, or Notepad.



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2. Once I generate my keywords, I'll **add them to my PPC campaign**. I prefer adding about **200-300 keywords** targeted specifically to my niche topic. In this ringtones example, the keywords that were generated that I would use are …

100 free ringtone
alltel ringtone
blackberry ringtone
britney spears ringtone
butterfly ringtone
caller ringtone
celcom caller ringtone
cell phone ringtone
christmas ringtone
cingular ringtone
cingular wireless ringtone
crazy frog ringtone
cricket ringtone
download free cingular ringtone
download free mp3 ringtone
download free ringtone
download free ringtone t mobile
download free verizon ringtone
download ringtone
drive me crazy ringtone
eric clapton ringtone
free alltel ringtone
free boost mobile ringtone
free cell phone ringtone
free christmas ringtone
free cingular cell phone ringtone
free cingular ringtone
free cricket ringtone
free metro pcs ringtone
free mobile phone ringtone
free mobile ringtone
free motorola ringtone
free mp3 ringtone
free music ringtone
free nextel ringtone
free nokia ringtone
free polyphonic ringtone
free real music ringtone for nextel
free real music ringtone sprint
free real ringtone
free ringtone
free ringtone for sprint phone
free ringtone maker
free samsung ringtone
free sprint ringtone
free t mobile ringtone
free tracfone ringtone
free us cellular ringtone
free verizon cell phone ringtone
free verizon ringtone
free verizon wireless ringtone
free virgin mobile ringtone
funny ringtone
hotlink caller ringtone
hotlink maxis caller ringtone
kiss ringtone
lloyd banks ringtone
lone star ringtone
lose yourself ringtone
madonna ringtone
make your own ringtone
maxis caller ringtone
metro pcs ringtone
midi ringtone
mississippi ringtone
mosquito ringtone
motorola ringtone
mp3 ringtone
music ringtone
new ringtone
nextel ringtone
nickelback ringtone
no one ringtone
nokia ringtone
out of touch ringtone
phone ringtone
pink floyd ringtone
polyphonic ringtone
real music ringtone
real music ringtone ringtone
real ringtone
reba mcentire ringtone
remind ringtone
ringtone
ringtone composer
ringtone converter
ringtone gratis
ringtone juke box
ringtone maker
ringtone software
samsung ringtone
sprint ringtone
t mobile ringtone
take my breath away ringtone
tracfone ringtone
us cellular ringtone
verizon ringtone
verizon wireless ringtone
real tones ringtones
virgin mobile ringtone
yahoo ringtone
alltel ringtones
arabic ringtones
atampt ringtones
audiovox ringtones
bajar ringtones
beltonen ringtones
bet ringtones
blinko ringtones
bollywood ringtones
cell phone ringtones
cell ringtones
cellphone ringtones
chinese mp3 ringtones
christian music ringtones
cingular ringtones
crazy frog ringtones
descargar ringtones
download ringtones
downloadable ringtones
for ringtones
funny mobile ringtones
funny ringtones
harry potter ringtones
hindi ringtones
in flames ringtones
jesse mccartney ringtones
keypress ringtones
latest ringtones
logos ringtones
make your own mp3 ringtones
mid ringtones
midi ringtones
mobile ringtones
mono ringtones
monophonic ringtones
motorola ringtones
motorola v220 ringtones
motorola v300 ringtones
mp3 ringtones
mr tones ringtones
mudvayne ringtones
muppets ringtones
music ringtones
nextel ringtones
phone ringtones
picture messages ringtones
poliphonic ringtones
poly ringtones
polyfonic ringtones
polyphonic ringtones
polyphonics ringtones
pushto ringtones
razr ringtones
realtones ringtones
ring tones ringtones
ringtones
ringtones alcatel
ringtones com
ringtones compose
ringtones composer
ringtones cti
ringtones ericsson
ringtones for cricket phones
ringtones for motorola
ringtones for motorola l6
ringtones for nextel
ringtones for samsung
ringtones for sprint
ringtones for verizon
ringtones galore
ringtones godfather
ringtones graphics
ringtones gratis
ringtones mmf
ringtones monofonicos
ringtones motorola v262
ringtones para celular
ringtones para celulares
ringtones para motorola
ringtones para samsung x636
ringtones para sonyericsson
ringtones phones
ringtones polifonicos
ringtones ringers
ringtones rings
ringtones sanyo
ringtones screensavers
ringtones theme
ringtones true
ringtones truetones
ringtones voor je mobiel
ringtones w800i
ringtones wallpaper
ringtones wallpapers
ringtones with words
rtttl ringtones
sagem ringtones
samsung a950 ringtones
samsung ringtones
send ringtones
siemens ringtones
smashing pumpkins ringtones
sprint pcs ringtones
sprint ringtones
tamil ringtones

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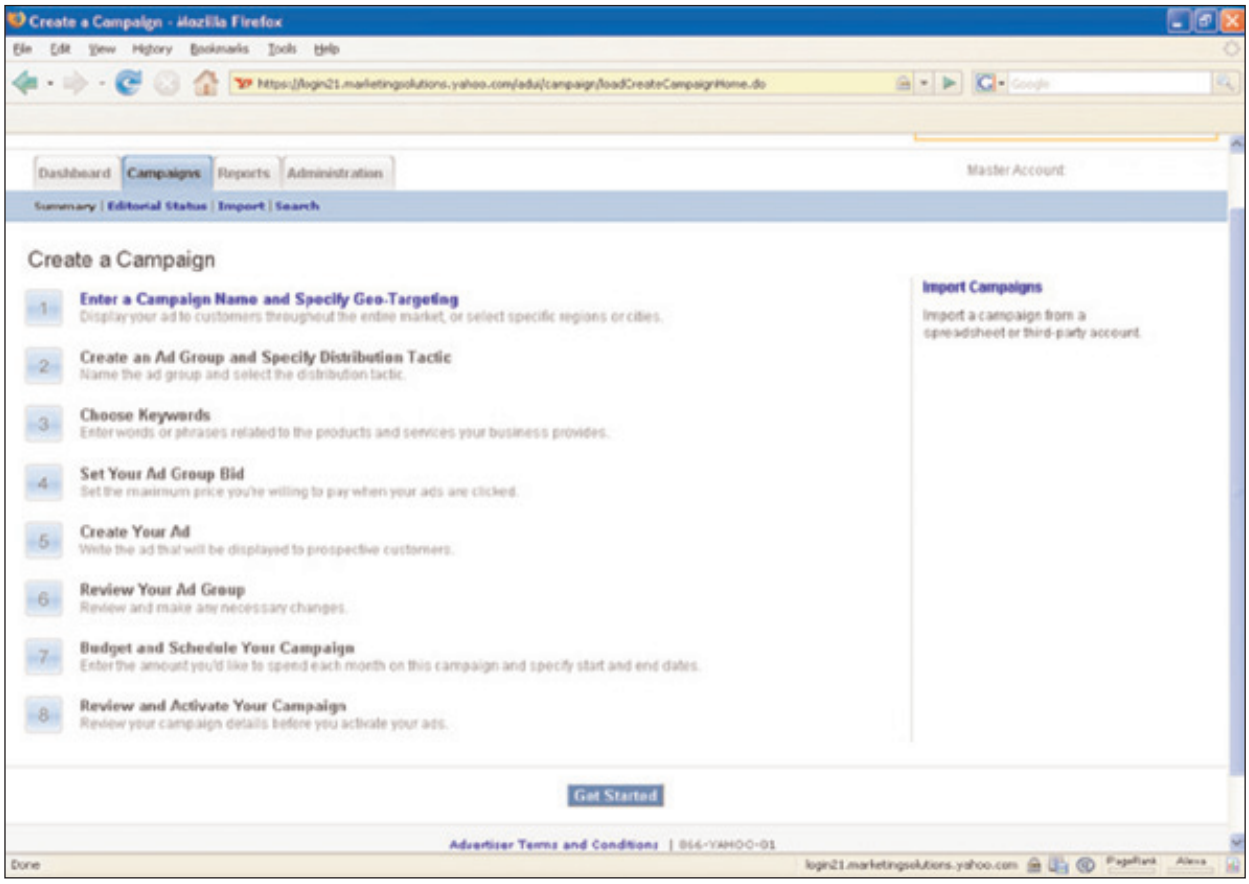
3. Creating my PPC campaign and ad groups…

I. Yahoo Sponsored Search

Since I'm already have an account, I'll log on to Yahoo's Search and Marketing (http://searchmarketing.yahoo.com/index.php)

There are 8 steps I need to follow before my Campaign is live.



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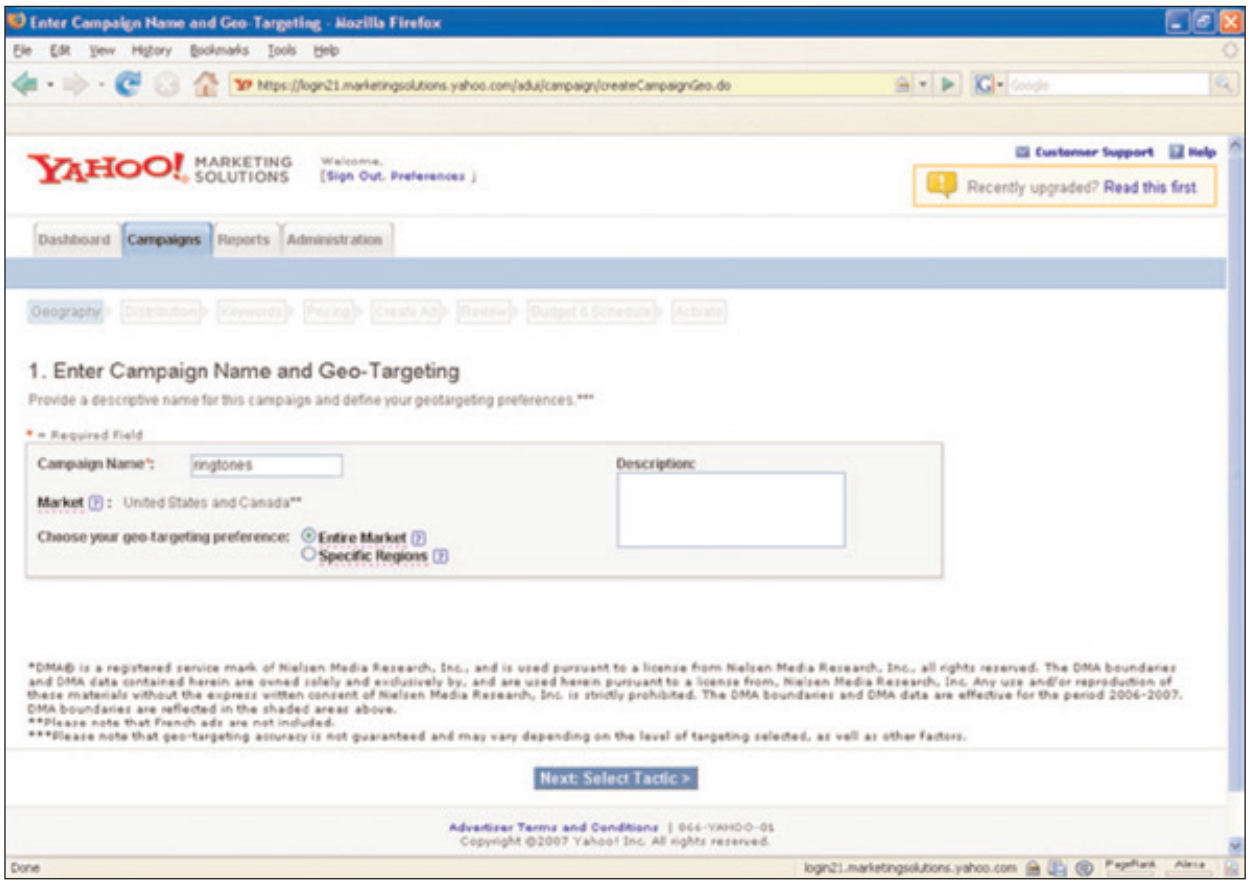
4. I'll **create an ad campaign** for my specific niche: *Ringtones*. The campaign is the main category where I will add my specific advertisement groups.



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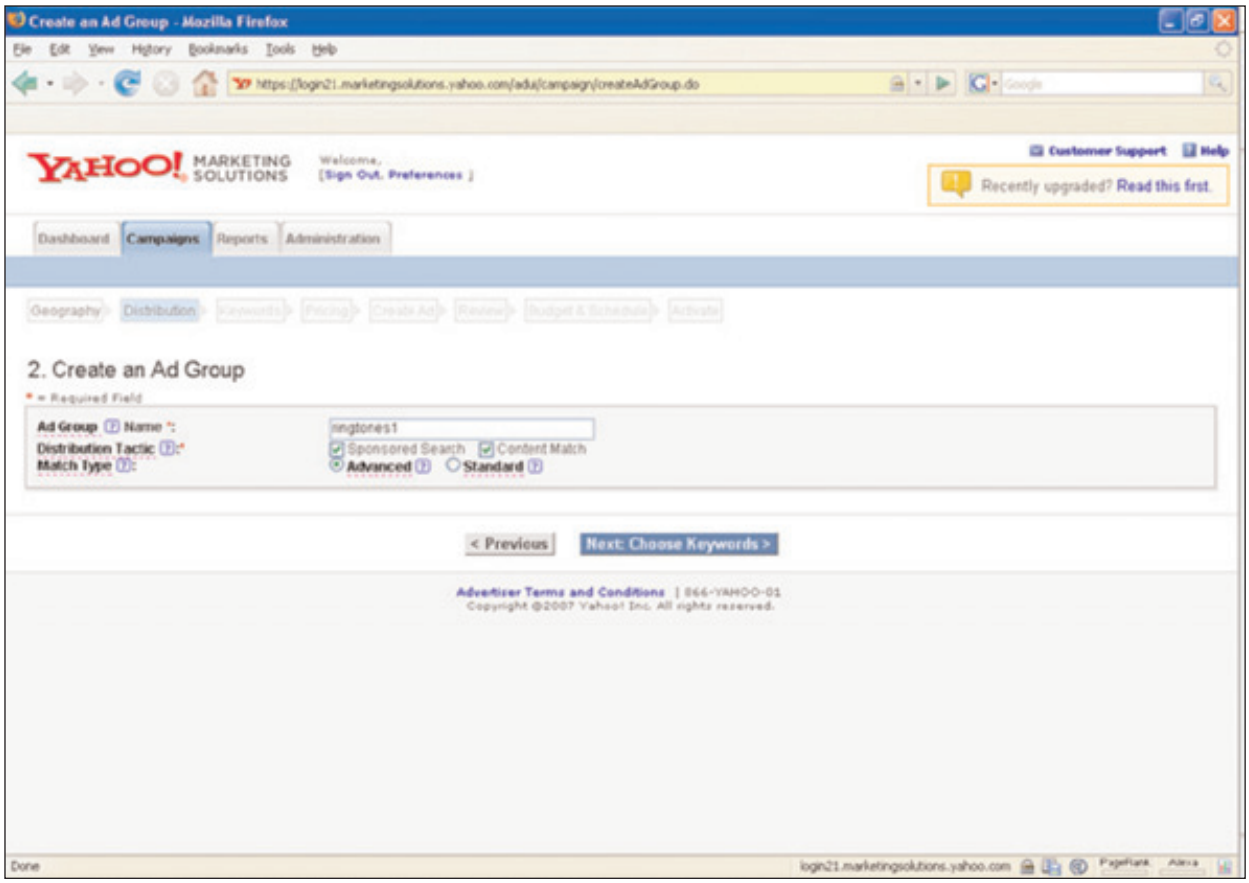
5.Then, I'll **create an ad group** within my campaign



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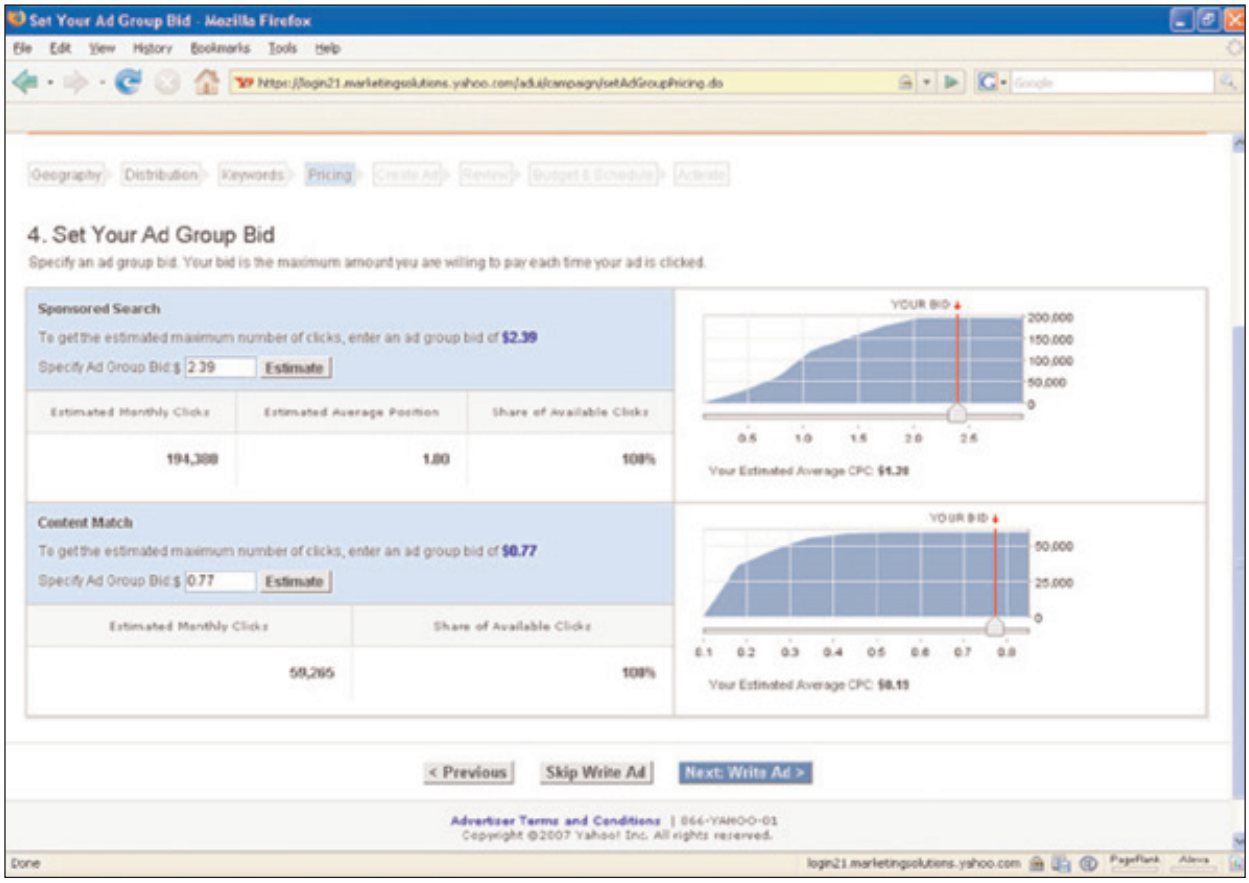
6. Then, I have to **enter the keywords for the campaign**. These are the keywords I generated using The Dowser (mentioned earlier).

7. Then, I have to **bid on my keywords**. I prefer **bidding the lowest amount that's offered.** For Yahoo, the lowest bid amount is 10 cents per click. So each time a visitor clicks on my ad, I am supposed to be charged 10 cents or less.



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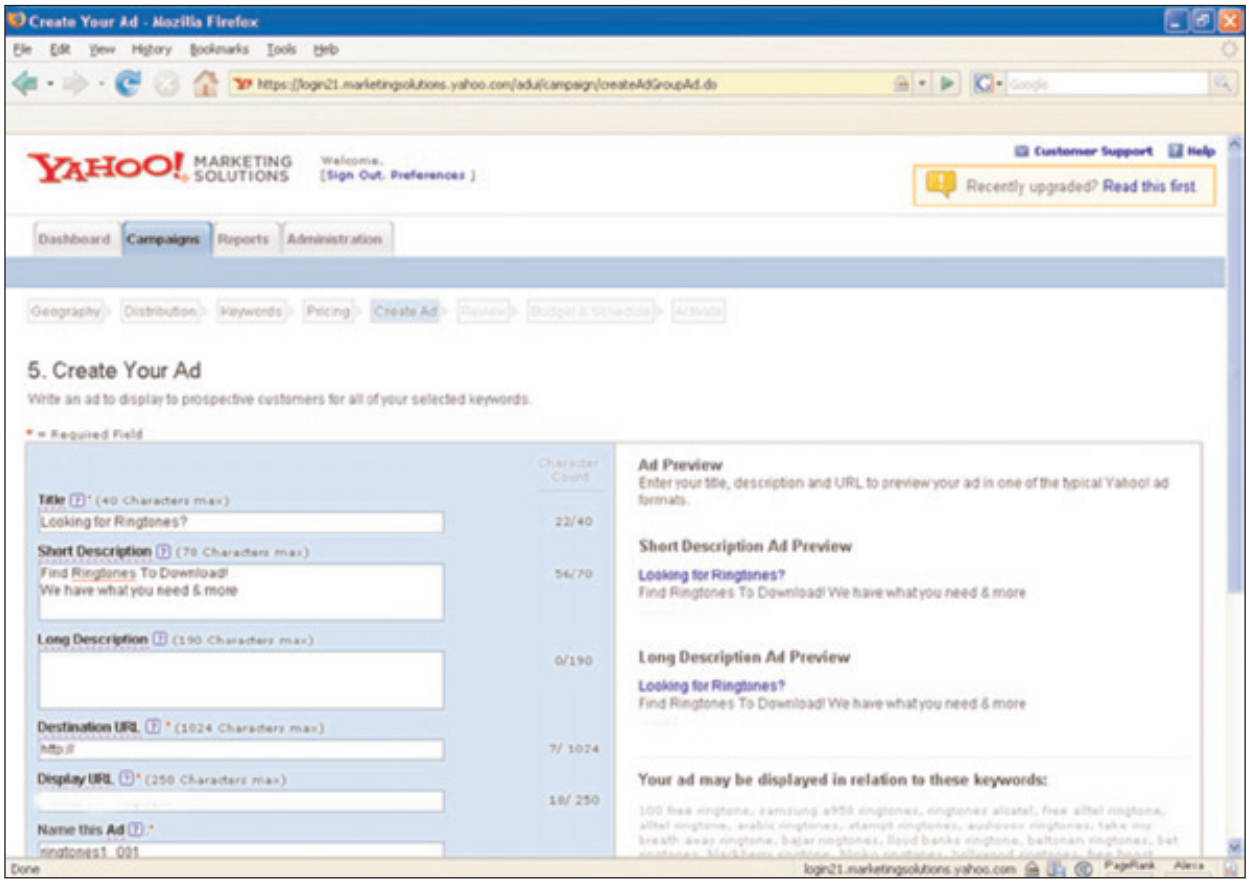
8. Then it's time to **create my ad**. Ideally I should group similar keywords together and create ads for each of those tightly clustered keyword groups. This will make the ads more relevant. This process requires some extra effort, so it's well worth it.

When I create my ads, I **send traffic only to my home page** and not to the keyword pages. Why? Because sending it to keyword pages is too much work involved! And I am happy because I am getting results.



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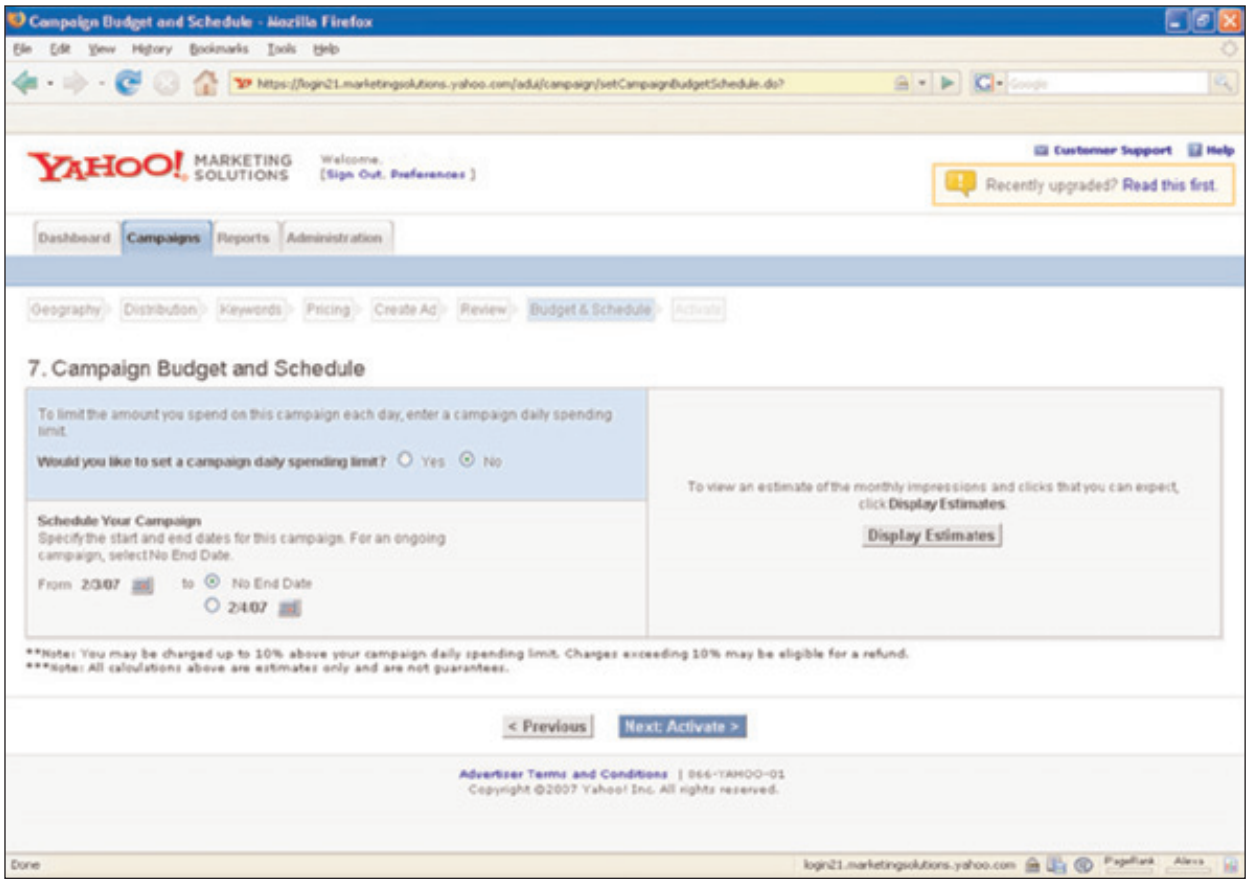
9. Then, I **check my budget** and campaign schedule and then **activate the ads.**



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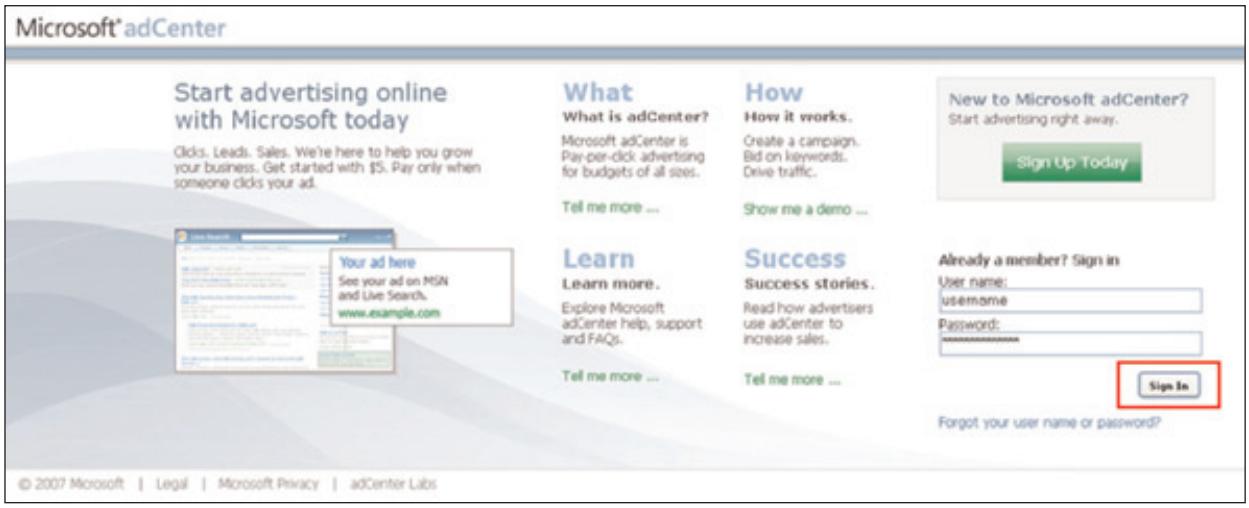
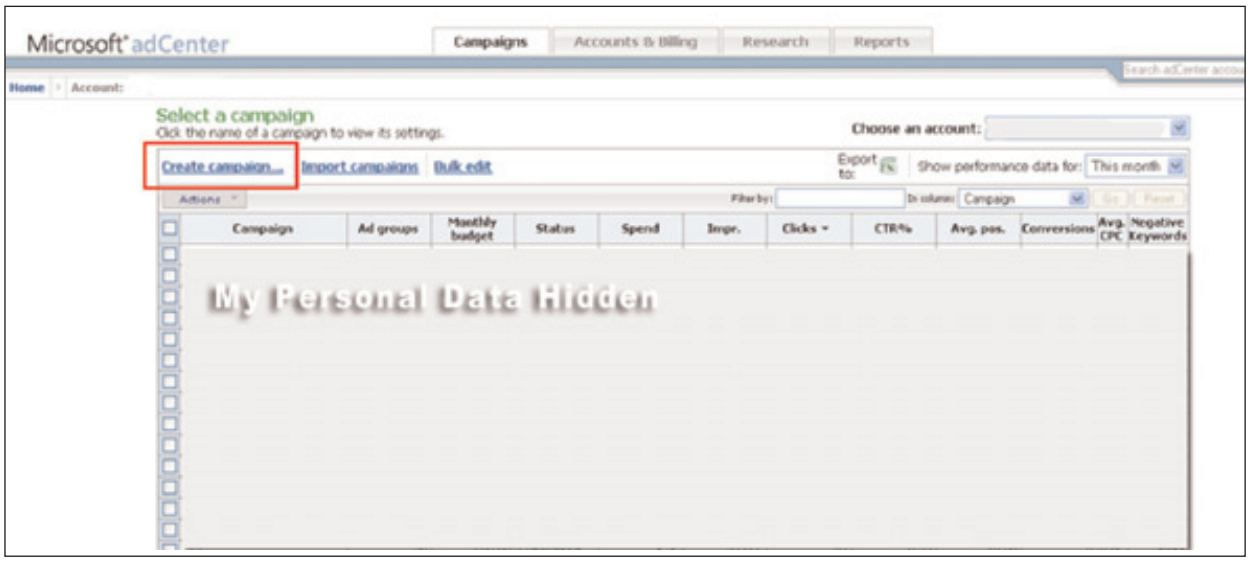
II. MSN AdCenter

Here is a quick step-by-step process on creating my adCenter Campaigns. I assume that you know how to register for MSN adCenter (https://adCenter.microsoft.com/)

Step 1 Sign in with adCenter Username and Password



Step 2 Click on Create Campaign



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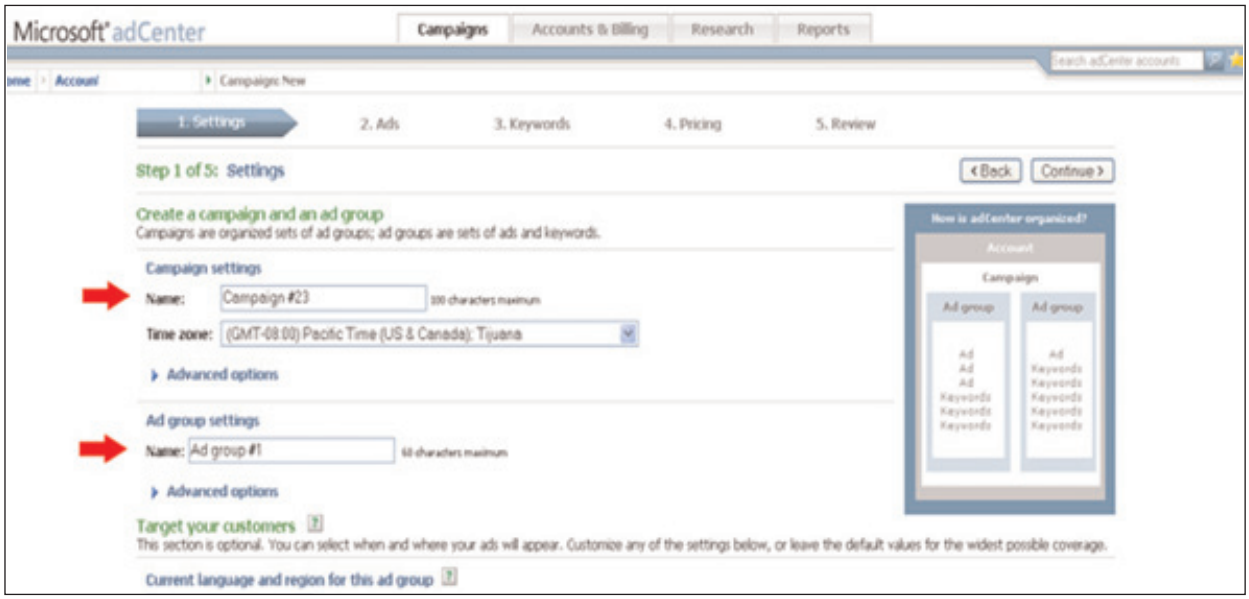
Step 3a *Give a name to the Campaign and the Ad group*



It's important to choose a relevant name that describes the Campaign and Ad group so you can track this in the future.

Step 3b I make my ads to be visible 24x7 (there is an option for this)

Further down the page you will see some additional settings. You can target your customers based on the geographic location of your visitors. Not just that, but you can also specify on which date and at what time should your ads be displayed.

I generally prefer keeping the default settings because my ads do not target any specific country, and I want my ads to be visible 24x7. This is something that I've never tried researching and testing, so I'm just assuming the having your ads visible 24x7 is the best thing to do.

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Step 4 Creating the Ad

This is a crucial step. Here we actually create our ad that will be visible to our visitors

Choose a good ad title and ad text. The basic rules of ad-writing will apply here. Give a Display URL and a Destination URL. The Display URL is what will be displayed in my ad. The Destination URL is the actual URL that my visitor will be taken to after they click on the ad. These two URLs may or may not be the same.

Step 5a Entering Keywords

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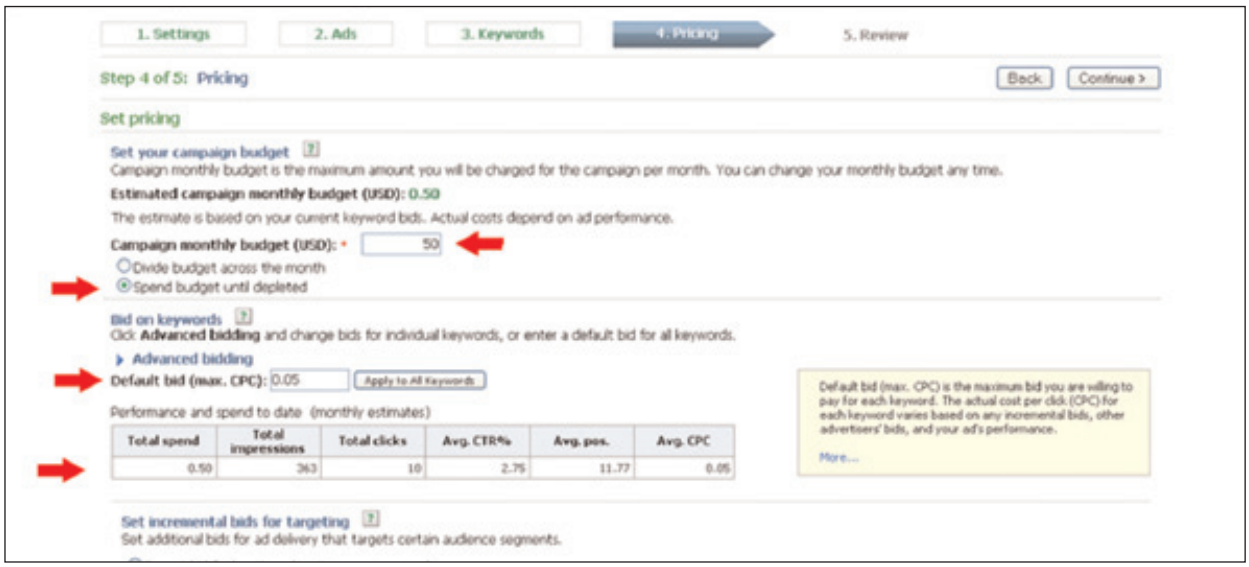
This is another important step. Here we enter our keywords for which our ad will be displayed. Do a proper keyword research using Keyword Elite and come up with several keywords. Enter them in the box provided and click "Add to keyword list". Ideally, I try to create several tightly focused keyword groups. This usually increases my CTR and makes my ad more relevant.

Step 6 Select Budget



In this step I specify my budget and cost per click.

I usually start with a monthly budget of $50. And select the option that says "spend budget until depleted". This is because I want maximum exposure for my ads.

I select 5 cents as my cost per click. I can select more if I want to, but I prefer entering the lowest allowable bid. Yahoo's lowest bid is 10 cents. And MSN is 5 cents. So I prefer entering 5 cents.

Based on my Budget and CPC, I'm shown an estimated number of clicks my ad will receive per month. I've found these estimates to be VERY misleading. They don't help much because the actual figures are much higher than the ones shown.

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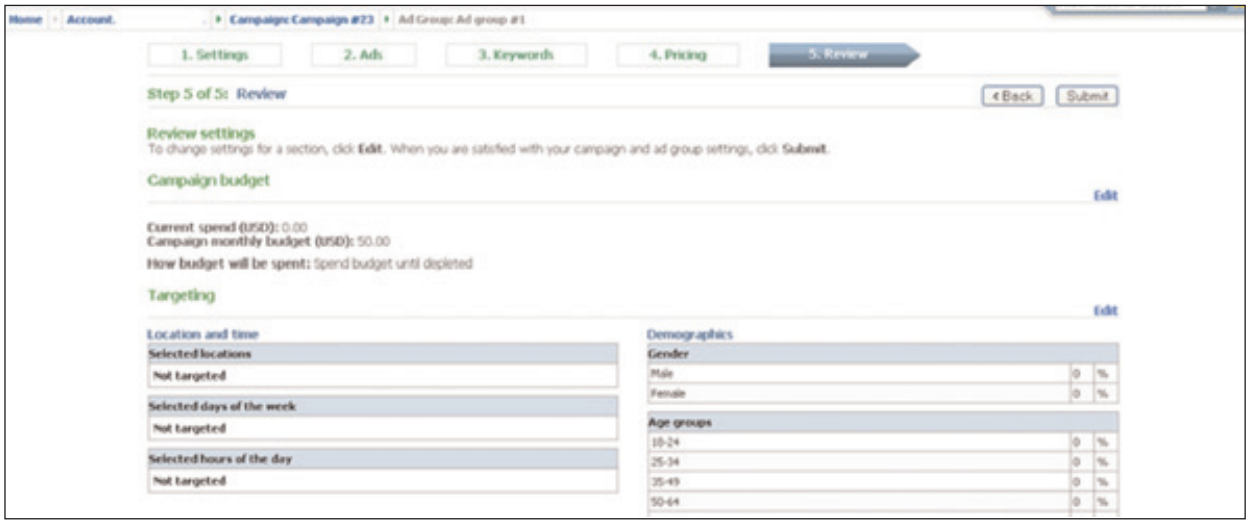
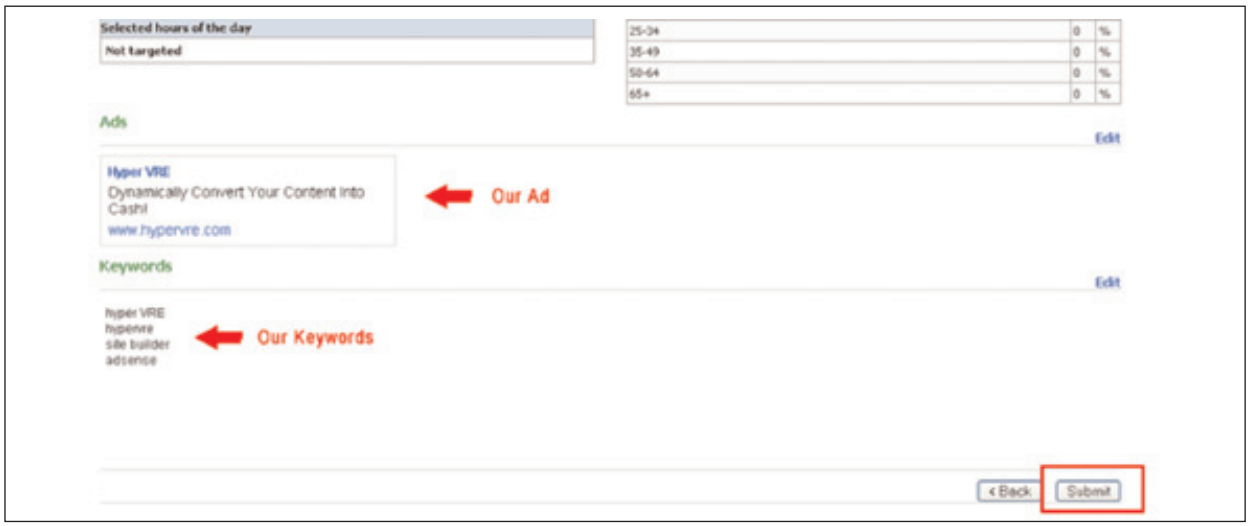
Step 7 Preview the ads





Here, I get to preview my ad and other settings I've made. I can make any editing changes here if I need to

Step 8 In the next screen, I'm shown a summary of my ad group.

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Then I simply repeat the process with another ad group containing a different set of tightly focused keywords. Once I have a few such ad Groups, my first campaign is ready to activate!

Then repeat the entire process with a different campaign. This may seem like a lot of work, but it isn't. If you are ready with your keywords, the process will not take more than a few minutes.

And remember all this is to be done just once – "set it and forget it" (don't technically forget it, but monitor them every few days. ;-)

I know I should also **regularly split test my ads,** but this is something that I don't concentrate on a great deal, since I have so many sites and so many ads up and running. But it's something I know I should do. I spend more of my time cranking out sites and monitoring which ones are performing the best with AdSense. If I notice a major change in traffic to the sites, then I check out the ad campaigns specifically.

Definitely, the key to getting more clicks on my PPC ads is to make the ads as relevant as possible to the keyword(s) being searched. If my ads appeal to the human emotions, they tend to increase my CTR. Also, my ads try to stress more on benefits and less on features.

Matt's Comments:

One thing I highly recommend you do is to **split-test your PPC ads**. Create 2 ad campaigns with the same keywords and bidding prices. Then, see which one out-performs the other. Then, use that "winning" ad as the control and do the same with a new set of ads. This will help you narrow down what ad format works best for getting visitors to your site(s).

Abhishek mentioned that he is not split-testing his ads, but he knows he should. It takes a little extra time and effort – but for long term results, it's definitely worth it.

When I was first learning about PPC advertising, I read Perry Marshall's book The Definitive Guide to AdWords . One of the things it taught me was how to write an attractive ad. I highly recommend it.

Once you are done with your ads, your campaign is complete and all is set to get you traffic.

I would like to mention a few things…

I do not focus too much on the keywords I choose to bid on. I know I should, but with so many sites, it is almost impossible for me to take the time to manually select specific keywords I should use for each site. I find out around 300 keywords from The Dowser and dump them into my campaigns. Since I bid the lowest amount for each keyword, I'm not worried about paying too much for the traffic.

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Had I been using Google AdWords, then yes, I would have had no other option than to focus on each of my keywords and decide how much I should bid.

I try to make my ads emotionally appealing to the searcher. Like I said, if the ads can strike a cord with the searcher's emotions, they will most likely click on my ads.

I'm sure it would benefit the reader a great deal right now if I would reveal one of my PPC ads, or even my domain(s), however, I hope you understand that I'd prefer NOT to reveal that – for obvious competition reasons.

Matt's Comments:

You'll notice that there are a few things that Abhishek **could** do in addition to what he's already doing that would potentially help him earn more money in the long run. These things take a little extra effort and time, but they're important things that should still be done.

For example, Abhishek said that he doesn't focus too much on the keywords that he chooses to bid on (he just chooses around 300 keywords from a keyword tool). Instead, he should make sure that the keywords he's bidding on in the PPC campaigns are NOT the same ones that he's trying to optimize for on his AdSense sites. If this was the case, then he may be getting clicks on his PPC ad for an expensive keyword, but then when that visitor goes to his site and clicks on an AdSense ad, the AdSense ad-click may be of cheaper value than what he paid for the PPC advertisement click.

This is why it's important to track your PPC ads to see which keywords are bringing visitors to your sites, and if the cost FOR the visitor is much less than what you're making on the AdSense click.

Q: What about free organic search engine traffic? Do you concentrate on that too?

Until recently, I was concentrating solely on advertising my sites through Yahoo and MSN (as mentioned before, I tried to steer clear of Google Adwords since I was trying to make most of the money with their AdSense program.

However, recently I started to dabble a bit with search engine optimization for some of my sites. To date, I don't have many stats on that since I just recently started. But as soon as I can show some updates, I definitely will.

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Most of the things I've done for that are the typical ideas of getting as many one-way backlinks to my sites as possible. The key here is to make sure that they are coming from related sites and that the backlinks are one-way. Reciprocal linking has definitely lost its power that it once had a few years back.

I've also started some article marketing to bring in more one-way backlinks, as well as posting articles on blogs for the same reason, as well as for the reason of getting some sites quickly indexed (this is one awesome benefit I've seen from using posting some of my articles on blogs… quick indexing of that page happens, and then it's not long until the search engines spider the links on those indexed pages and they find the other pages on my sites).

It's looking good so far, but then again, I haven't been doing it for very long so the results of traffic aren't much to brag about. I'm not surprised by the slower impact of traffic by using SEO; however, I'm doing this more for the long-term instead of immediate results… that's what I used PPC for. ;-)

Chapter Recap:

- Abhishek gets his traffic almost entirely from Yahoo's Sponsored Search (http://searchmarketing.yahoo.com/index.php), and most recently started using MSN adCenter
- He gathers about **200-300 targeted niche keywords** from the free keyword tool, "The Dowser", and then adds them to his ad campaign.
- He then bids the **lowest amount per-click allowed for the chosen keywords.** For Yahoo, the lowest bid amount is 10 cents per click.
- He **sends traffic only to his home page** for the niche site and not to the keyword pages.
- After reading Perry Marshall's book The Definitive Guide to AdWords , he learned how to write more attractive ads, enticing visitors to click them.
- Instead of split-testing his ads, he spends more time creating sites and monitoring which ones are performing the best with AdSense. **Matt's Recommendation: Take some extra time to split-test your ads so you can determine the most effective ad layouts, so in the long run you're increasing the amount of targeted traffic to your sites, and thus increasing the number of clicks on your AdSense ads.**
- Abhishek recently started practicing SEO on many of his sites, but hasn't seen many astonishing results as of yet, though it is looking promising. He's doing this for more long-term traffic that won't require monitoring and more importantly "paying" for the traffic.

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Chapter 6: Monitoring Your AdSense Sites

Q: Once you have your PPC ads up and running and you're getting some traffic to your pages, how do you monitor your AdSense sites to see which ones are working and which ones aren't?

It is very important that I know how much each of my sites are earning from AdSense, so I know if I'm earning or losing money with the campaign.

I recently learned that one of the best things to do is to use some sort of tracking software that will track each AdSense ad click and help determine which ad formats and essentially each webpages are performing the best. And then from that information, I could be able to modify the lower-performing pages so they function more like the higher-performing pages.

But since I just recently heard about this, I didn't use an AdSense tracking software for my previous sites. I know this is very helpful, but the only reason I am not using tracking software on the old sites is because I have already created those pages, and I don't want to change the codes on literally thousands of pages.

So I use the alternate way of monitoring my earnings - Google's AdSense Channels.

The Google's URL channels feature is provided in the AdSense account area for all AdSense publishers.

According to Google's Help Pages…

> *Use URL Channels to track your performance without modifying your ad code. By entering a full or partial URL, you can begin tracking the performance of particular pages in your site. You can enter a top-level domain name to track all of the pages on that domain, or you can enter a partial URL to track all of the pages below a certain directory. Entering a full URL will track the performance of that particular page.*

For example, if I have a site called www.Autoloans101.com, I can create a URL channel in Google with the exact URL (http://www.autoloans101.com). Then, if I have this set up, I can know exactly how much this site is earning me. If I want to track a particular page from that site, I can set up a channel for something like http://www.autoloans101.com/thepageyouwanttotrack.html.

Channels are crucial since I want to build several sites. They help me easily track my earnings for my different niches. The best part is that channels are very easy to use and set up.

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The worst part is that Google doesn't allow users to set more than 200 channels, so this prevents creating a channel for separate webpages, and trying to determine which individual pages are performing the best.

Matt's Comments:

As you can see, monitoring the sites and keeping only the profitable ones is a very important thing to do. But you'll notice that though Abhishek monitors his earnings with Google's Channels, he's not tracking and testing the specific pages and ads that are performing the best. He is simply monitoring if they are earning him money – but there are several details that I believe could help increase his earnings even more.

For example, if he was using an AdSense tracking software, he wouldn't be limited on the number of pages he could monitor. He could see the exact ads that are being clicked on, which ad formats are being clicked on the most, which keywords are bringing the most people to his sites, which pages are being viewed the most, and other data that would help him determine what performs the best on his sites. If he knew more information, he could then edit his templates so that future sites would have the highest converting properties on them.

Instead, since he is limited to only 200 channels and a lack of data, he's only able to monitor the 'earnings' of each site. So rather than being able to monitor each individual page, ad, and click…and then making changes accordingly, he's only able to see the overall earnings for each site.

He's not doing anything "wrong"… because it's obviously working for Abhishek. But can you imagine what his earnings would be like if he were testing, tracking, and editing each page according to what works best on the highest-performing ones? There's no doubt in my mind that his earnings would increase even more. :-)

Once my traffic source and URL Channels are set up, I'm all ready to check how much my sites are earning me. For each site, I can now check my advertising campaigns to see how much I am spending on Yahoo PPC traffic, and then look at the URL channels to see how much I am earning. This helps me determine whether a particular campaign is profitable or not.

I suggest waiting for at least a week and then compare the total traffic cost and the AdSense earnings. This will average out the results and will give a fairer estimate of whether a niche is profitable or not.

If it's profitable, I just keep the site going as is. But if I notice the site is not making me any money, then I drop it and move on to the next site. As I mentioned earlier, I've dropped about 100 -150 of the 400 initial sites. So now I'm left with the most profitable 250-300 sites, and have better target-niches to build new sites about.

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Q: When you drop the sites that aren't performing well, do you ever go back to them and try to revamp them to see if you could 'make' them work better for you… instead of just dumping them forever?

Actually… at first I just dropped the sites completely, forgot about them, and didn't plan on trying to work on them ever again.

But after a few successful months into the 'game', I decided to rethink my strategy a bit.

Since the time I had first started on AdSense, I had removed about 100 - 150 sites that were not performing well. As I mentioned earlier, after tracking over weeks and months, these sites seemed to constantly give me losses. I was basically paying more to get traffic to the sites than I was seeing in return earnings from AdSense.

But two months ago, I decided to conduct a little test and see if I could (in your words) "make" these sites work better.

The test was to re-activate the rogue sites (I prefer to call non-profitable sites as rogue sites!) and monitor them once again.

The results were far from what I had expected. To my utter surprise, out of those roughly 200 sites, around 75 were turning out to be profitable.

These sites are now pulling in around an additional $100 per day in AdSense revenue!

The remaining 125 or so are still giving me the "ouch" feeling! ;-)

But I'm fine with that because if I hadn't done this test, I would have been leaving $100 per day on the table. That's about $3,000 per month… It was worth it to me to rehash what I had dumped originally!

Remember, these 200 sites were removed only after extensive tracking / monitoring. Even then, after a few months, 75 are doing well. This clearly reinforces my belief that you cannot be 100% sure about which sites will be profitable and which will not.

I will be re-activating the remaining 125 'rogue sites' again after 2 months to see if they can turn around and make a profit for me. And I will not be surprised if many of them start to give me profits.

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So the moral of my story is:

> *Make as many sites as you can, and the numbers game will continue to be in your favor. You will lose in some niches, but you will be profitable in most.*

Note: If you don't play your cards right, choose 'potentially profitable' niches, track and watch your ads, then it will be much harder to bring in a profit. But from all of my personal experience with this 'game', I stand by this strategy because I KNOW it works for me.

Chapter Recap:

- Abhishek currently uses Google's URL Channels when he monitors his AdSense sites. This allows him to compare how much he is spending on Yahoo PPC advertising traffic with how much he is earning on the AdSense sites. Like I do, he also **recommends using an AdSense tracking software** since Google limits the number of Channels to only 200.
- He waits at least a week and then compares the total traffic cost and the AdSense earnings. If a site is making him more money than he's spending on traffic, he keeps the site and campaign running. If not, he scratches it.

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Chapter 7: The Summary

Q: What are your expenses towards this incredible AdSense-site campaign of yours?

The expenses really aren't that large. My main expense is definitely towards my traffic. However, that expense just comes directly out of some of my AdSense earnings each month.

Other minor expenses for this have been towards HyperVRE and Instant AdSense Templates. But I don't even consider them an expense anymore because I've made my money back from those initial payments a long time ago!

The only other expense is towards my web-hosting. I can't think of any other major expense. I guess if you consider time as an investment…then yes, I spend some time building my sites. :-)

Q: Can you break down this entire process into a short summary of events?

Basic run-down of my AdSense earnings process:

1. I select my niches.
2. I use my templates and create the sites using HyperVRE Gold
3. I upload my website as a sub-directory in one of my domains.
4. I generate around 200-300 keywords for my PPC ad campaign by using a keyword software.
5. I create my PPC advertising campaigns mainly on Yahoo/Overture Sponsored Search program.
6. I create an AdSense channel (or use AdSense tracking software) for each of my websites so that I can track the performance of each site.
7. I wait for a few days to compare how much I have spent on my site to get traffic and how much I have earned in AdSense. This lets me decide if I want to keep the site or scrap it.
8. I repeat the entire process for different niches. And I now have about 400+ sites online!

All the above may sound a bit complex. But if after doing all these once or twice, it has become very easy to repeat the process. Just getting my feet wet and learning the initial processes is what allowed me to learn and build my niche-site business. After that, it's just repeating the processes over and over again!

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Chapter 8: Conclusion

So there you have it! You've learned how 1 person with almost **zero, past experience** with Google AdSense is making a very handsome sum of money using the exact tactics outlined in this case study.

I know that when I read a report about someone succeeding with their online endeavors, I become overwhelmingly motivated to take action and make it happen in my own business and life too.

> ***UPDATE:*** *Below in the bonus section of this newly revised case study version 2, I've included some very good articles on AdSense. Abhishek wanted to write some articles specifically for this case study that would cover some more advanced strategies that not only he is using, but ones that he feels you should add to your business immediately.*

Please check out the additional advanced strategies offered below!

I truly hope that you use this report as motivation of your own to take that first step towards financial independence. Now get to it! J

All the best,

Matt Callen

http://www.hypervre.com
http://www.hypervremonthly.com
http://www.adspytracker.com
http://www.nicherevolution.com

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Bonus Report

Advanced AdSense Strategies:

Written By HyperVRE Case Study Member: Abhishek Agarwal

Strategy #1:

The # 1 Way To Earn Massive Checks From Google AdSense

Before proceeding further, I would like to mention that whatever you are about to read might not appeal to some people. But you have to ask yourself "Do I really want to earn from AdSense or do I want to be one of the countless many who are laying in the AdSense grave?"

If you decide that you want to be an AdSense winner, then welcome to the club! I can tell you that what you will read will help you make earn a hefty income with AdSense if you actually do what you learn.

When I started my AdSense business, I had only 1 site - and that site paid me just a few cents every day. I cried, wailed, but Google didn't even notice me. I cried again the next week, and the week after that, but there was no change in my AdSense earning! Looking at my income, I felt no better than a beggar on the street, with just a few spare changes in my bowl.

Thankfully, I soon realized that it was foolish to depend on just 1 niche. I understood that I did not have the power to convert a low-paying niche into a high-paying one. But I DID have the power to choose my niches. No one could stop me from that.

Most people complain that they are not making any money with AdSense. When I ask them how many niches they're in or how many sites they have, the answer is usually 3-4.

You see, it is almost impossible to earn from AdSense with just 1 site unless you get thousands of visitors every day. But I assume you do not have that kind of traffic, right?

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Otherwise you probably wouldn't be reading this!

If you have just 1-2 niches, I can promise you with almost 100% confidence - you will not be happy looking at your AdSense earnings! If you want to be a big player, you WILL have to diversify into many niches. Yes, there is a bit of work involved. But you have to consider this as a business. If you treat it like a business, it will pay you like a business.

If you decide to do this work yourself, it might take you 1-2 months or maybe 3 months. But it's all worth it. Another option is to outsource this work and have other people do it for you. But before you can outsource something, you must first know how to do it on your own. If not, you won't be able to show someone else how to do it.

We have to focus on quantity and volume. We want to play in big numbers. When I say we need to focus on "quantity and volume", I don't mean that we need to forget about the quality of the sites. The sites still MUST have quality content, and essentially "add something to the internet world."

You know, there is something really funny about niches. The way some niches work often defies logic. Niches that you think would be high paying may prove to be total disasters.

And niches that seem to be hopeless might turn out to be real winners. It really has nothing to do with competition. I always say that you can never be 100% sure about which niches would be profitable and which won't.

I have learned that if I go into 10 markets, there will be around 6 that will be winners. So if I want 300 profitable sites, I need to make around 500 sites.

If you ask me, I feel this is much easier than searching for "the best niches" that are out there. It is just like throwing enough stuff onto the wall and see what sticks.

Once I understood this basic truth, I spent the next few months, making hundreds of mini sites. In fact I created well over 500 sites. In order to keep Google and my visitors happy, I made sure to add some good content on each of my sites.

I drove traffic through my sites using PPC, as that was the most convenient way of giving me instant results.

After regular testing and monitoring, I found that many of those sites were not paying me. I scrapped them, and concentrated on those that were good. And my AdSense income has never been the same again.

I am also about to tell you something that might make some of you feel uneasy.

You must have heard that you should have lots of content on your site. "Content is King", right?

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But my views are a bit different here. If you want to build an AdSense business, I think Content is NOT always the King.

Yes, you should have good content on your site, and you should also comply with Google's policies. But do not get overly obsessed with putting TOO MUCH content on your AdSense sites. Here's why. We should not forget that our main aim is to make money with AdSense. How do we do that? Our visitors click on our AdSense ads. Our aim is NOT to provide our visitors everything that they are looking for. If we give them enough content, they'll be getting everything they want, therefore, they won't click on our AdSense Ads.

Just rinse-and-repeat the process and get into as many niches as possible. Work smarter by outsourcing smaller tasks as much as possible.

The AdSense business has got nothing to do with luck. It has got everything to do with volume and hard-work.

As I said, this involves some work. But the effort you put in will give you equal results. Armed with this knowledge you can almost dictate your AdSense earnings.

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Strategy #2:

12 Must-Know Tips To Avoid Getting Banned From Google AdSense

Although Google's AdSense program is an excellent way to earn money, we need to understand that Google is a company that cannot be messed with!

We should not abuse the system in order to make a quick buck. Many website owners, knowingly or unknowingly, violate AdSense Terms and Conditions and subsequently get banned.

If you are really serious about earning from AdSense, make sure you do not do anything that can get yourself banned. I have listed 12 things that you should NEVER even think of doing.

1. Never, I repeat, never click on your own Ads:
I think this is one of the biggest reasons why AdSense accounts get disabled. This seems obvious, but it's surprising how many people actually do that intentionally.

If you think by clicking on your own ads, you can fool Google, you are highly mistaken. Google has got its own proprietary technology to find out if the publisher has clicked on his own ads. And once they know that, your account is in jeopardy.

Google wants to protect the investment of its advertisers, and it will never tolerate any false clicks. So make sure you do not make this foolish mistake.

2. Never, I repeat, never tell others to click on your own Ads
I often see click-swapping on AdSense forums. It's kind of you-click-on-my-ad-and-I-will-click-on-yours. Never ever do this.

If you want a strong AdSense business, stay away from trouble. Don't ask even your friends, relatives or employees to click on your ads. Do not provide any kind of an incentive to anyone for clicking on your ads.

I feel one good way to protect yourself is not to disclose your website's domain to anyone. Keep it to yourself and you are safe!

3. Never, I repeat, never modify Google's AdSense code
This is against Google's policy. Just use the code as-is. Don't play around with it at all.

4. Never, I repeat, never put images next to your AdSense Ads.
This is a relatively new policy. When I started with AdSense, this rule did not exist. Moreover, what Google actually wanted with this policy was never very clear. Nor did Google do a good job of clearly defining what is allowed and what is not.

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Even I had put some pretty images next to my Ads, and achieved excellent CTR. But here is a rule of thumb. If you are in doubt, ALWAYS play safe. When this policy was enforced, I did not waste a moment removing images that were next to my ads. After
all, I love my AdSense account, too!

My suggestion: If you have images next to your AdSense ads, remove them immediately

5. Never, I repeat, never title your ads the wrong way.
You are not allowed to label your Ads with messages like "Click Here", "Related Links" or anything else that misleads people into thinking that it is not an Advertisement.

You are however allowed to mention "Advertisements" or "Sponsored Links", because your ads are actually Advertisements. And Google is OK with that. If you want, you may prefer not to put any label at all.

6. Never, I repeat, never put AdSense on pages that do not have enough content.
Yeah, this is something that web-masters may not be aware of. But Google allows AdSense only on pages with good content.

Therefore it is not advisable to put ads on Thank You pages, subscription pages etc. Make doubly sure that you have Ads only on pages with good content.

This also means that you should not put your ads on sites with junk content. Any site that doesn't really add value to the visitor is considered to be a junk site

7. Never, I repeat, never put AdSense on sites that have got prohibitive content.
Make sure you do not have Ads on sites that have got anything to do with drugs, pornography, hatred, gambling etc.

Again, this is self explanatory, but some people simply don't understand!

8. Never, I repeat, never create multiple Google AdSense Accounts.
Google allows you to have only 1 personal account and 1 business account. Google links these two accounts. Never try to fool Google by creating different accounts under different names.

As long as you do not get caught, it's fine. But if Google traces these accounts as being used by the same person, all your accounts are in danger of being suspended.

9. Never, I repeat, never enlist your site in any kind of auto-surf or traffic exchange programs.
Again, this is against Google's TOS. So stay clear of it.

10. Never, I repeat, never exceed the amount of ads you can display on a page.
Currently Google only allows 3 Ad blocks, 3 Link units and 3 referral buttons to be put on one page. I personally feel Google has allowed more than what is required. So, I don't know why you would ever want more than this.

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11. Never, I repeat, never reveal your AdSense Data
Google doesn't allow public display of your CTR, Impressions, eCPM etc on forums, eBooks, websites or any other publicly viewable media.

But Google doesn't have any objection if you mention how much you earn from AdSense… just don't go into the details of your clicks, impressions, CTR, or eCPM.

12. Never, I repeat, never stay outdated!
Google's policies are constantly changing. It will help if you know what changes are taking place in the world of AdSense so that you can update your sites if required.

If you get banned by AdSense for whatever reason you cannot give the excuse that you were "not aware" of the policy. This will not be of much help. So know the waters that you tread on!

This article, by no means, is a comprehensive list of AdSense Policies. I highly recommend you go through all the policies in details. And never even try to cheat the system.

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Strategy #3:

The Real Truth About High-Paying AdSense Keywords

Every single day I receive an email from someone or the other saying:
"Abhi, please send me a list of keywords that will pay me $20-$30 per click in AdSense"

You see, I do not blame them for asking that question. It's not their fault. There is a lot of misinformation floating around the Internet. And newbies get attracted to anything that promises a lot of riches.

You will find many sites that will sell you lists of "High-paying AdSense Keywords" or list of keywords that will "Sky-rocket your AdSense earnings overnight".

They make you feel that if you purchase their list and design your sites based on these keywords, your AdSense earnings would touch the sky.

According to them, Google pays you around 50% of the keyword cost. So if someone clicks on the ad, for a keyword costing $50, you will earn around $25...Cool!

But not so cool! This isn't how it works…

If it were that easy, you would find gazillions of AdSense success stories. Things are not so simple, friend!

Currently I have more than 150,000 keywords that I use to drive traffic to my sites. So maybe, I know a thing or two about AdSense and keywords.

Every day when I look at my stats I know what the real truth is. And the truth is not what you think.

** The Truth **

Google never discloses what percentage it will pay to the AdSense Publisher. And there are too many factors involved which determine how much Google will pay you.

As I mentioned above, if Google paid everyone 50% on a keyword costing $50, you would become filthy rich in no time. Oh! Wish life were so easy!

For many so-called high-paying keywords, Big G sometimes pays me not even 10 cents. Can you believe that?

Yes that's true. Less than 10 cents for a HIGH paying keyword.

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Agreed, there are times when I do receive $25 per click, but those are *incredibly rare* cases. And those same keywords often give me 10 – 20 cents the next day.

So you can NEVER BE SURE how much a click would earn you.

How much Google will pay you depends on factors such as your landing page, your content, Google's smart pricing, the Advertiser's cost of that keyword, and various other factors that are beyond our control.

This is what you SHOULD do instead...
Build your sites according to high-paying **niches**.

If you get hold of any keyword lists from any site, you will notice that most of these keywords are about finance, health, lawyers, business etc.

These niches are generally profitable because advertisers here have got money to spend on Adwords. And hence they are generally profitable for the AdSense Publisher too.

So build your sites based the high-paying niches, and even more importantly, their sub-niches.

This doesn't mean other niches are not profitable. Many are. But the high-paying niches are where our focus should be.

With that being said, you should try to focus on the sub-niches of these high-paying main niches. Why? Because the competition for those sub-niches is remarkably lower than it is for the main niche.

So you want to know the secret of succeeding in AdSense?

1. Select several such profitable niches
2. Make websites for these niches
3. Drive traffic
4. And yes, don't forget to regularly track your cost/earnings ratio

That's exactly what I have done. And my AdSense business earns me $15,000+ per month…month after month.

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Strategy #4:
20 Powerful Ways to Boost Your AdSense CTR

Most people think that just by placing the AdSense code onto their website will start earning them big checks! I am not ashamed to admit that even I thought the same when I was new. But I soon realized that if I do not optimize my Ads, it is impossible to achieve a good income from AdSense.

In order to earn big AdSense checks, you have to have a good CTR (Click Through Rate).

CTR is the number of clicks an ad receives divided by the number of times the Ads are shown. A high CTR means more people are clicking on your Ads.

In this article I would like to share everything I have learned to boost my Google AdSense CTR – much of which was taught by Matt Callen through his AdSense course. If you follow these tips, you will see an instant jump in your CTR.

In order to achieve a very high CTR (20% +) it is important that the following points are taken care of:

Google should serve Ads relevant to your niche.
You should have the right kinds of Ad formats place in the right places
Your Ads should be properly formatted

If you take care of all the three points above, you are guaranteed to have a CTR greater than 20%

We have to ensure that the ads that are being served by Google are closely related with your content. This is very important because if your ads are not relevant your visitors will not click on them. Here are some tips to ensure that Google displays relevant Ads on your site

Displaying relevant Ads on your site

■ Mention your niche keyword in your Title Tag

One great way is to mention your main keyword in the Title tag of your page. This will tell Google that your keyword must be in integral part of your content; otherwise you wouldn't have mentioned it in the title.

■ Mention your niche keyword several times in the body of your content

Mention your keywords a couple of times in the body of your content. This will tell Google what your page is all about.

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IMPORTANT: Do Not go overboard with this. If you put your keywords too many times, Google will think you are trying to spam. Remember, Google is not stupid… so don't treat them like they are.

■ Make your keyword Bold

It also helps to bold your niche keyword, so that it stands out. You can also use H1 tag for highlighting your keyword. Again, by doing this, Google will feel that the keyword is very relevant to your site's content. (don't go overboard though)

■ Have descriptive names for your images

If you have images on your page, give relevant names to the image files. For example, if your site is on bicycle, call your images bicycle1.jpg and bicycle2.jpg and not image1.jpg and image2.jpg. Also – give a related alt text to the image.

■ Do not have too much content on your page

This is contrary to what some gurus feel. Having too much of content on the page has got two disadvantages. Firstly, your keyword density for your main keyword decreases and Google may not understand exactly what your page is all about.

Secondly, if you have too much of content on your page, your visitors will get *everything* they are looking for, and will not be tempted to click on your ads. This will adversely affect your CTR

■ Use a descriptive file name

This tip is often overlooked by webmasters. But it's quite effective. If your page is on bicycles, call your page www.yourdomain.com/bicycles.htm and not www.yourdomain.com/bi.htm

Ad Formats and Their Placement

Google provides dozens of ad formats that you can use on your site. These ads are of different sizes. Some of them are completely ineffective. But some are really powerful. Once you know what kinds of ad formats to use, you should take care of placing them at the right places. If they are not placed strategically, they will not be clicked on often enough.

Here are some tips to choose the best kinds of ad formats and optimum placements

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■ Use Large Rectangle (336 x 280) as your primary Ad format

The Large Rectangle (336x280) works like a charm because it has proven itself to be the best performing format. If you place it "above the fold", its magic!

■ Use Wide Skyscraper (160 x 600) on the Left/Right border

The Wide Skyscraper 160 x 600 performs very well on the left or right side of your screen. I prefer putting it on the left side because it gets seen more than the right side...

■ Do not neglect the Link Unit!

A Link Unit is one of the most under-utilized ad formats. But if used correctly, and in the right position, it can be really profitable format if put in the right place. It is supposed to be placed near your navigation menu. Most people will think it's a part of your navigation menu and automatically read it. And if the ads being served are very relevant to your niche, they will click on it!

Try using a Link Unit format that has 4 keywords in them. This is because the size of the ad text would be slightly bigger, and look more like a navigational menu. Also make sure to make the border color blend with your website's background

■ Hey, we also have Search Boxes!

Don't forget that Google also provides us Search boxes that we can put on our site. Do not put them above the fold. But those in a less prominent place further down the page. Bottom of the page or somewhere on the left side below the fold is perfect.
Do not expect much money from Search boxes, but anything that comes in extra counts!

■ Have your Ads above the fold

This is one of the most important tips to increase your CTR. The term "above the fold", comes from newspapers. Any news above the fold on the front page of a newspaper will be read more than any other part of the newspaper. The same rule applies to AdSense too.

Here, "above the fold" means the top position of your screen that is visible without the user having to scroll down. So if you place your ads "above the fold", it will be visible to everyone, and they won't have to scroll down. Your Ads are therefore more likely to get clicked. Also, the area above the fold loads before the rest of the page. So this is by far the best location for AdSense Ad placement.

■ Try not to have any other links "above the fold"

This may not always be possible. But if you can, remove all links that are "above the fold". The only

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links displayed should be your AdSense Ads. By having any other link, you are giving your visitors the option of clicking on them. This will decrease your CTR. If you do not have any other links, your visitors will sub-consciously be forced to click on your AdSense Ads. This will shoot up your CTR.

■ Do not neglect the bottom of your page!

If you have followed the above points, you will find that most people click on the ads above the fold. But there will be some who will go down the page. And when they reach the end, they normally think "what next?" To help them, we should have an AdSense Ad to bid them farewell!! By placing an AdSense ad at the end of the page they will often click it!

Formatting Your Ads

We have all got something called "ad-blindness". That means we have been sub-consciously conditioned to ignore ads. Most of the time we completely ignore banners on web pages. We run away from anything that remotely resembles an ad.

The same is with AdSense. If we want to make our ads noticed, we have to make sure that they do not look like blatant Advertisements. We have to format our ads so that they seem to be a part of our content. Once your ad blends with your page and your content, you will see amazing CTRs.

Here are some tips to properly format your ads so that they don't look like blatant ads.

■ Make the background of your ad the same as the background of your page

If the background of your web page is white, make sure the background of your ad is white too. Our main aim is to make the ad not look like an ad. If they look like an ad, they will not be clicked upon. No one wants to click on Advertisements, right? We want our ad to look as if it's a part of our content. So make sure the background of your ad is the same as that of your page. This will do wonders for your CTR.

■ Remove the border of your ad

Again, this follows the same principle as above. If you put a border around your ad, they will look like ads. They will scream aloud, "This is an ad!" And this will kill your CTR.

If you remove the border, they will blend with your content.

You might think this is something trivial but many people report a massive increase in their CTR, just by removing their border. So let the border go by having a similar color as your background

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■ Provide ample free space around your ads.

Do not make your ads look cluttered. Have enough free space around them to make them look neat. And if you have blended it well, your CTR would see an instant jump.

■ Remove additional titles like "Sponsored Links" or "Advertisements"

Google allows you to mention titles like 'Sponsored Links' or 'Advertisements' above your AdSense ads. I suggest you do not mention anything like this at all. Why would you want to tell your visitor that they are Ads when Google already displays 'Ads by Goooooogle'? So don't add any additional text around the ads that will show your visitor that they are advertisements… Google already does this for you.

■ Change the Link color to Blue.

This has proven to have a positive impact on my CTR. This is because the color Blue symbolizes a link. We have got used to seeing links in blue. So if your ads have a clickable blue link, they are more likely to get clicked.

■ Make the color of your URL and the color of your ad's text the same

This again, is often overlooked. If the color of your ad text is the same as the color of your ad URL, it will make the URL blend, or melt, thereby making your blue link more visible.

All of these ideas will make your ads more clickable while still abiding by Google's current TOS.

To learn more on how you can turn your mediocre AdSense income into a real continuous flow of earnings just like Abhishek has done, sign up today for your Free AdSense course at: www.hypervre.com/Adsense/ .

This is the same updated course that Abhishek signed up for when he first started. There's nothing to buy. The course is yours free when you signup at this link: *The AdSense Advantage*.

All the best,

Matt Callen

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