

“Some Crazy Thoughts from an Englishman in Utah!”



This eBook is provided by...

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“Comment Hut” Bonus Report”

Paul here,

I'm so glad to you have board and would like to welcome you with open arms into our ""Comment Hut"" family...

You should've seen some great results by now and believe me you are not alone... This is becoming somewhat of an everyday occurrence, so I'll make this part short and sweet. Here's one of many testimonials from a ""Comment Hut"" client ...

"I just downloaded your "Comment Hut" software and had to e-mail you to say "Fantastic"

I have been looking for something like this for eons, it's so fast and I have taken on a "Blog comment maker"... so your software is helping with employing someone as well."

Mike Russen
www.mikerussen.com

I was sitting here... (Here is the bench in my garden where I sit and play with my dog for a hour or so a day, unless my wife is reading this in which case I am out here working hard on my laptop...honest)... wondering what to offer as a bonus and someone emailed me asking if they could just buy the reports that I was offering as a bonus on one of my other products.

The reports in question were ones I had written. So I thought I would write a new report just for you "Comment Hut" owners, so here goes, I am just going to write down random thoughts and ideas on random things.

Hope you enjoy reading and if you have any suggestions for items to add to this report feel free to contact me.

Paul
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Pre Warning

This report was a sort of brain dump, so I apologize if you read this and think I am a crazy person...

(Sidenote:) This is Stewart just dropping by to tell ya a little secret... He is crazy.... See ya!

Adsense

Now I am not an adsense millionaire, I do enough that I don't have to worry about getting a Job (sorry to swear), but some months are better than others.

The difference in figures is really down to how much work I do, and anyone who knows me will be able to say that I would rather be playing with my dog, watching the Sci Fi channel or reading a book than working.

When I work then my income goes up, pretty simple really. The more work you put in the more you will earn (as long as you are working in the right way).

I thought I would share a few thoughts and ideas here, you don't have to take any notice of me and I accept no responsibility for any results (or lack of) that you have by listening to this crazy man....

So here goes nothing....

Don't Put Your Adsense On Your New Site!

Yes I said it...

When you build a new site, no matter whether you have put in 10 minutes or 10 hours work to make the site, it is natural that you want to see some income.

Most people will put their adsense code on the site and sit and check their stats daily/hourly (please don't tell me you check more often), Don't!

Build your site (with no adsense code on) and then promote it for a week or two, get the site thoroughly indexed before you ever show an advert.

You can do this by either going back and re-making the site with your adsense code in it, or if you know how to use server side includes you could use one include for a bunch of sites so they all get your adsense code to appear on there at the same time.

At this stage you may be wondering...Why..

Well the general consensus is that search engine spiders are getting more and more sophisticated and all the search engines take a dim view on sites that are made especially for adsense income.

So give them the idea that you are trying to provide real content rather than just trying to get a few clicks and they will index you deeper and rank you higher

Pre-Made Sites

If you have ever been on eBay you will have seen them,

100 adsense sites for \$9.99 ... Keyword X pays \$50 a click you will be a millionaire in a week!

Now as with so many things not all pre built sites are created equal.

If you just buy a pack of 20 sites slap them all up on one domain and then site back and wait for the money to roll in... Well you will be waiting a long time...

A well-constructed, well-researched pre-built site will make you money if you promote it properly, but buying one because the seller says that the keyword is paying \$50 a click is pointless...

Here's My Tip...

Buy sites from someone who specializes in them. There are a couple of very reputable, very good people around spend the time finding them. If they are offering you resale rights to the sites then walk away.

Why?

Well my logic is that if they sell the site to 100 people and each of them has resale rights and just sells them once then there are suddenly 200 copies of the site all on the net at the same time...

If you do buy a pre-made site, take some time to change the wording, add to the meta tags, change the description a little and reword the content.

Just open the content up, read it and rewrite it slightly, this will make your page just a little different from the other 199 sites that are out there.

The real "secret" with pre-made sites is the same as with any site...

Promotion

99% of people who buy the pack of 20 sites from eBay will slap them up on a domain and do zero, nada, zilch promotion for them and make \$0 money.

That's right, you guessed it before I could even say it...

You now have "Comment Hut" so you can be in the 1% who actually promote their sites and make money.

High Paying Keywords

Here's a question I get all the time from "Comment Hut" family members...

"Paul I am building a site based on keyword X because I read someone's blog that says it pays \$50 per click... I am going to be rich....."

Best of luck to you with that..

However the way that adsense works it is extremely unlikely that you would earn \$50 even if you had the best page ever and managed to get a click...

Here's why...

(This explanation is quoted from Google themselves. Full explanation can be found here: <https://adwords.google.com/support/bin/answer.py?answer=26507>).

"What are content bids?"

Content bids let Adwords advertisers set one price when their ads run on search sites and a separate price when their ads run on content sites. If you find that you receive better business leads or a higher ROI from ads on content sites than on search sites (or vice versa), you can now bid more for one kind of site and less for the other. Content bids let you set the prices that are best for your own business."

In other words... the advertiser can choose not to show his ads on any sites, he can now just have them shown in Google's search engine results -- not on any publishers' pages.

So your page will only show ads from cheaper advertisers who don't mind their ads being shown on sites and they are only paying \$20 a click.

\$20 a click sounds ok to me Paul

Well let's take a look at an example where advertiser B pays \$20 to Google who (at a good guess), take at least 50% (and I think it is more like 70%).

So now, \$20 has become \$6-\$10

"Still not bad though... \$6-\$10 a click is ok by me, See I am going to be a Millionaire."

Another point to remember is that a lot of people are after the high paying words, it is sexy to be able to say "I got \$8 for one click today", people love to be able to post that in forums and they look like heroes.

Of course they don't mention that the \$8 click is the only one they got all day.

So your page is competing with 30 million other pages all chasing the same one keyword and that elusive \$6-\$10 click, some of the people chasing that click will have been doing this a long time, and be very good at it.

They are well established with years of linking in place and lots of content.

I am not saying it isn't possible to get \$6-\$10 a click (I think my personal best is \$8 something), it is just a lot of hard work.

In my experience it is much easier to get a hundred 10c-50c clicks than it is to get one \$8 one.

In Search Of The >50c Click

Go for the longer less competitive search terms – known as 'the Long Tail.'

These words are easier to rank highly for and when you add a few of them together you can get just as much traffic as you would for the no.1 word.

An example is below (and this was picked at random...maybe the fact that I have a dog affected it).

Dogs for sale – Keyword discovery (currently) show 237 thousand searches
Google (currently) show 5.4 million competing pages

The long tail

“dogs for sale in Las Vegas, Nevada”

Keyword discovery (currently) show 11,000 searches
Google has 11 pages if you include the speech marks and even if you remove the speech marks than there are only 904,000 competing pages

I would say that you have a much better chance of competing for that phrase rather than the more general term “dogs for sale”.

In fact why not do a “dogs for sale *insert your state here*” and then do a page for each of the major breed.

“Pugs for sale Utah”

“German Shepard for sale in Utah”

Or be more specific

“Pugs for sale in *Big City1 your state*”

“Pugs for sale in *Big City2 your state*”

Buy a domain – dogsforsaleyourstate.com
then do subdomains

pug.dogsforsaleyourstate.com

bull.dogsforsaleyourstate.com

sheep.dogsforsaleyourstate.com

I think you get the idea....

As Stewart always says to me...

"Think of and target the destination -- before you start on the journey"

Decide on what you are aiming for before you buy the domain name.

In fact after doing a bit more research I think I should remove this info and use it myself...

If you are looking to build more than one or two sites then keyword research will become more and more important, you will find that it is worth paying for access to a keyword service.

Here are the 3 big ones – none of these are affiliate links so I don't have any reason to push you to one or the other.

[Keyword Discovery](#)

[NicheBot](#)

[Wordtracker](#)

Try them out and see which you feel most comfortable with and then make sure you use the service, a friend of mine joins Wordtracker for a week every 8 weeks or so and spends every waking minute collecting words and info, then builds sites using those lists over the next 2 months.

I pay the monthly fee for Keyword discovery and I get my Stepson to spend some time collecting the lists for me.

Make sure that no matter where you get the list from you clean it thoroughly, that brings me onto...

Keyword Cleaning

It matters, no matter where you get your keywords from check them, and then check them again.

More than one person has lost their adsense account for having a rude word in their lists.

What is a rude word?

Well that is a question that has been talked about a lot on various forums, a word that one person considers rude may mean nothing to someone else, if you are hand making your sites then it shouldn't be a problem but if you do any sort of mass construction then it is worth taking some extra time to clean the lists you use.

The words that seem to be worst (as seed words) are things like "free" , "Gallery" "Photo"

There are so many rude variations on those words that unless you want to go through the keywords one by one you are best of deleting them all (in my humble opinion).

The few clicks you might get are not worth the chance of losing your adsense account

Jump Around

I touched on this subject in one of my [blog posts](#) at the end of October and I have seen it mentioned on a couple of forums recently so I thought I'd share my thoughts.

I hear so often from people that they don't know how to make money online, the conversations go like this

"Paul

I did adsense for a month, and didn't earn much so...

I tried affiliate marketing for a month, and I didn't earn much from that so...

I joined a Multi-Level Marketing scheme, and that didn't make me anything either."

"So in 3 months I have earned less than \$500 and I spent more than that on "adsense tools" and "affiliate marketing courses"....

Its all a con.."

.

Thanks

Totally Disillusioned of Dungeness

I am sure that you have seen something similar on more than one forum, jumping around from one path to another takes time, energy and money. Wouldn't that time, energy and money have been better spent on one project, rather than jumping around?

I know people who make money using all 3 methods above but they have put all their effort into setting up a solid base in each one before moving onto the next step.

If you ever visit any forum where mass site builders hang out, you will hear one thing again and again,

"I was doing so well that I stopped building sites and spent some time watching... YouTube videos and goofing off.

Suddenly Google/Yahoo de-indexed my sites and now my Income is 75% down.

So I am starting to build again."

Back in the day I used a tool to build 10 sites and my adsense income hit \$100 a day quickly...cool

I had a day job so this was all extra money... So I stopped building and did other stuff (this is pre YouTube days so I was probably reading comics online)...

Guess what..?

One day, I am suddenly at \$7 for the day and the forums are full of people saying the same.

Where am I leading you to with all this?

If you find a system that makes you \$100 a day relatively easily, run with that system as far and as quickly as you can.

There are three little words that has made the "Hair Shampoo Industry" millions of dollars over the years... and they apply to you too...

"*Rinse and Repeat!*" - Turn that \$100 a day into \$1k a day and bank some cash so when if something happens and your income drops you have money in the bank to carry you over.

Focus on one thing and give it your all.

Forums

I love them and I hate them.

They can be a great business asset or the worst.

When I started out I was doing a lot of selling via forums, I was spending time on a forum building relationships and trust up so that when I recommended something people would respect me enough to at least look.

Then it seemed that everyone who ever published a newsletter was saying that forums were the devil incarnate. I was wasting my day by visiting forums; they were for brain dead people with no useful info...

Well they were right...and wrong...

Opinions are like butts... every one has them. (*Stewart loves that analogy!*)

My opinion is that visiting forums can give you insight into what other people are looking for and you can also learn from others mistakes.

You just need to be careful not to let the forums take over your life; you also need to develop "*negative radar*".

Your negative radar will help you filter out posts from people who are always negative about everything and spread nothing but bad news.

I am not saying never read their posts; just make sure that you don't place too much emphasis on what they have to say.

Negativity has killed of many a good forum, the negative posters start posting half truths, ideas that they post to appear as facts and just anything that is negative they can think of.

Being negative just attracts more negativity towards you, so make sure your "Negative radar" (maybe I should trademark that name...lol) is turned on before visiting any forum.

Stewart's Tip

Stewart swears that he used the concepts in this video to attract me into his life. I'll leave it up to you to form your own opinion on this... This video is in the public domain, I am in no way affiliated with the content therein.

[The Secret](#)

There has been a lot of marketing going on lately based around "whatever is dead", these products have been very well marketed and they contain some good info, but I also know that a certain amount of people will read the title and have that set in their minds.

It is easier for most of us to be negative than to be positive, so keep your negative radar turned on and make sure you steer round the negativity black holes.

So what about the rest of the forum posts? Well, just watch who is posting them and what their motive may be.

I recently read someone pontificating all about the best things to do to earn money from adsense, what sort of content, what sort of links and after some weeks it eventually came out that he doesn't have any websites with adsense on them. None, 0, zilch.

So why was he posting all this info?

I don't think anyone ever really worked it out, he said it was because he likes to help people...

Not sure I believe that, I think he is probably just someone who likes to cause drama.

So use forums, enjoy them, make friends and do business, but keep your negative radar turned on and always question why people may be posting and are they really experts or do they just want the excitement of making people jump to their tune.

IE or Firefox

Well there's a question and a half, my wife uses IE even when she is on my PC, which has Firefox as the primary web browser she will go and open up IE especially.

If you speak to Internet marketers, you will find that most of them are using Firefox. (I noticed 65% of "Comment Hut" visitors during our prelaunch, were made using Firefox). So if you are building websites then you should do your best to make sure they display well in both browsers.

Why do we use Firefox?

I suppose some people use it because it was originally seen as alternate and "underground" but now we use it because of the great add-ons and tools that are available for many of the jobs we do online.

"What add ons exactly Paul?"

I am glad you asked...

Remember you can find most Firefox add ons /plugins via [This Page](#)

But here are a few ideas to get you started.

[Seopen](#) – one of my favs, it shows how many pages indexed in the big three and a few other really useful things.

[Commission Junction](#) – I don't use this personally but someone I respect pointed me towards it so I thought I'd share, Commission Junction are one of the biggest affiliate companies out there. You can find lots of pay per action and pay per lead companies on there.

[AdSense Notifier](#) – Most of us check our AdSense too often and all those little jobs that are just a minute add up, this tool means that you will always be able to see how much your AdSense is at just by glancing down at the bottom of your Firefox browser.

[Stumble](#) – Stumble can be a useful way to get your site extra traffic and increased exposure.

[Delicious](#) – Well social bookmarking is a whole new report...lol But this add on could help you get started.

[Clipmarks](#) – Now I have just started looking into this, but I can see how you could use this to collect information for later use in your own reports/articles. Instead of bookmarking the whole page it allows you to just clip it.

[VRE Toolbar](#) – Stewart threw this one in. This Free Firefox Toolbar simplifies everyday tasks of finding a profitable topic, researching keywords, setting up your website (domain name, hosting, design), finding content, driving traffic to your website and more...

The list above is in no ways exclusive and there are probably loads of great tools I have missed by all means contact me and send me the links.

Other Freebies

[Open office](#) – If you are looking for a free word processor, spreadsheet and much more then this is the one for you. It will work with (and save) word documents Excel Documents and save your text documents as PDF at the click of one button, In fact this document and all my manuals were written using Open office.

[Google Keyword Tool](#) – its a keyword tool and its by Google – what more can I say.

[Gimp](#) – An open source image manipulator, personally I use Paint shop pro but this is a good free alternative.

[Overture](#) – Not always the most accurate or extensive keyword but it is free.

[MSN](#) – Now this is one that I haven't had a chance to play with, but the suite of tools there looks extensive and includes a tool to find miss-spellings. You would be surprised at how often people search for the wrong words and the competition for these terms is a lot less than for correctly spelt words.

Pay Per Action And Pay Per Lead

At the time of writing the whole world seems to be talking about pay per action.

I am sure there is at least one site that will charge you \$50 a month to tell you which company is paying the most in which field.

But why not do some research your self before joining another membership?

One of my online friends recently mentioned that he was being paid \$1.50 every time someone signed up to get sent free Halloween candy.

- They don't have to buy anything
- They don't need to get their credit cards out
- No social security number required (people are scared of identity theft)
- They get FREE CANDY

And you get \$1.50 each time.

How sweet a deal does that sound?

I do think that every one of us should be looking at multiple income streams, I don't think pay per action or pay per lead should be considered as a alternative to your adsense income, it should be seen as extra revenue.

I will be looking into this more and if I find useful info I will add it to [my blog](#)

I hope you have found some value in this report.

Please take a moment to look at some of our other sites

[Adsense ID Checker](#)

[Under Graduate Gurus](#)

[Pauls Blog](#)

[StewcandoMarketing](#)

[Blogger Wizard](#)

If there is anything that you think would be good to add to this report feel free to contact me and let me know.

Thanks once I again for your purchase of ""Comment Hut""... you did buy it didn't you? ☺

Paul Forcey
Product Developer



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