

How To Make Profitable Niche AdSense Sites

A look behind the scenes of the intricate - yet simple, step by step - process that goes into building a niche mini-website that pulls in autopilot income through Google AdSense and/or affiliate sales

They make it sound so easy!

Yet, when you try following the steps they outline, you fail. *Often miserably.*

You expect to make \$20 a DAY - and find you can only net \$5 a MONTH... or less!

Are you doing something wrong? Do you work less - or less smartly - than the others? Or are you just too dumb to succeed?

No. None of these reasons explain your 'failure'. It's just that no one explicitly reveals exactly what goes into building a profit generating niche website - and that's why you don't get the results you were hoping for.

There's a piece missing from the puzzle - and this report will put it all together for you!

Step by step, with nothing held back, you're going to learn what goes into planning, creating and promoting a niche website.

First, a word of caution.

The online environment is in constant flux. The Internet is a condensed, accelerated version of the real world out there. Change happens around us in real life. It happens faster on the Net.

What works today may not work tomorrow. To stay on top of the game, you'll have to **constantly innovate and educate yourself** - or pay someone else who is doing it, to help you.

You have 2 options -

1. keep on top of things, and implement your knowledge in your niche marketing strategy.

2. buy, hire, or rent this expertise from someone you trust and know to be a specialist, so you still enjoy a headstart over your competition.

If you don't think you can do this, or don't like the idea of having to change rapidly, frequently, then do yourself a favor and look for a different model. Don't venture into the hyper-competitive arena of online niche marketing.

However, there's a very huge upside - if you can compete and win, the rewards are larger than with other forms of online marketing, and it's far easier to dominate a niche market.

So, on with the report.

I'll begin with a 'secret'. To stay ahead of your competition as you build niche minisites, you need one essential feature... FRESH CONTENT.

It doesn't really matter what else your niche website has or not - unless you have content, content that's of high quality and valuable to a visitor, content that is frequently updated and expanded...

Your Niche Minisite Is DEAD In The Water!

In 2003, I first got interested in putting together turn-key niche marketing minisite packages.

These were designed for busy niche marketers who had no time to handle the different steps in the process, and niche marketing beginners who wanted to get started but lacked the technical and marketing skills to build their own projects.

I sat down and did some hard research. Studied every facet of the problem. Analyzed all angles. Asked many top experts to share their insight.

Then, I put together something that was state-of-art... for those days!

The very first version of 'Power Niche Minisites' were keyword-rich single-page websites. They were built around popular keyword phrases that had been searched several thousand times on search engines.

These 'primitive' niche minisites had a single purpose - to get visitors looking for information to visit the page, and then leave it... by clicking on links that earned the website owner cash!

Try that strategy today, and it won't work. But in 2003, it worked like gang-busters. In fact, it was so effective, folks created SOFTWARE tools to automate the process of seeking hot keywords and building one-page sites around them - loaded with cash pulling links.

The ride went on for a while - until search engines started banning these pages from the indexes. Literally overnight, webmasters who had been pulling in several hundred dollars in AdSense income daily were now without a site!

The lesson?

Niche Mini-Websites Thrive On One Thing Only - USEFUL CONTENT

That's when the next 'phase' in online niche marketing evolved. Niche websites were built using content. Hundreds of niche sites. Piles of content.

How? No one can be master in so many niches!

Of course not. These niche marketers used tools. Like RSS feeds. They 'pulled' content from related sources, and displayed them on their own niche websites.

Keeping ahead of the curve as before, I had already launched a new version of turn-key niche sites some months earlier, called 'Smart Niche Minisites'. These had built in RSS feeds pulling in relevant content from legitimate sources, in an ethical fashion that the content site owner permitted, and encouraged.

And by using a unique programming twist, I was able to rotate the content around each webpage, so that it appeared fresh and frequently updated (at least to a search engine robot)... without you having to do anything to it at all!

Remember, this was in the early days of RSS feeds, when only a handful of technical geeks had a grasp of the power of content syndication through a distributed feed.

And then, RSS went mainstream. *Right on its heels came the spammers and abusers.*

With scant regard for copyright or license agreements, tools were built that pulled content from various sources into other sites. Things like articles from directories (without linking back to the author's site, even removing the author resource box), news feeds from news services, search results from search engines, and more.

To no one's surprise, these services hit back with a vengeance.

Many article directories imposed strict requirements for article use. Content resources launched copyright violation litigation against abusers. Content syndicators started placing restrictions in their distribution licenses.

Worse, RSS feeds sprouted up everywhere - with poor quality content. Now, if you fed content into your niche site, chances are it would be old, useless and of miserable quality!

The lesson?

Niche Minisites Need QUALITY CONTENT - Preferably Your Own Content

Why do I insist on it being your own?

2 reasons. First, you can ensure quality, and control distribution. This means you'll have reasonably exclusive, valuable, fresh content to display on your niche websites. Second, you can avoid the 'duplicate content' filter - that could make your niche empire INVISIBLE on search engines!

What's the 'duplicate content' filter?

In simple terms, this means having the same (or very similar) content on different websites. Search engines frown on this, and consider these sites 'copy-cats' - and penalize them by either removing them from their index, or ranking them far below others.

For a detailed review of 'duplicate content' look at this link:

<http://www.MakeContentUnique.com/duplicate-content.htm>

Remember I told you how the playing field changes very quickly?

To meet this new shift in the online niche marketing environment, a new category of content providers made their appearance - and

rapidly gained popularity. They were creators of

PRIVATE LABEL CONTENT

Today, you can buy articles with private label rights on just about any niche topic you like, and use them in any way on your website - with no restrictions at all. The only problem is that others (often, many hundred others) might be using the same content, in the same way, leaving you open to being hit by the 'duplicate content' filter.

Which means, you either need to make your content UNIQUE - or have someone create unique content EXCLUSIVELY for you.

Both are expensive options. If it took you 5 minutes to modify an article, and you use 100 niche articles a month on your sites, you'll have to spend EIGHT HOURS doing just this one task! On the other hand, if you were to hire a good writer to create unique content for you, you'll pay \$6 to \$10 PER ARTICLE.

That's your dilemma today.

Niche Minisites Need QUALITY, UNIQUE, FRESH Content ... And Getting It Is EXPENSIVE - In Time, Or Money!

But you have no choice. Content for your niche minisite is critical. Once you've finished the other steps of niche research, basic website template design and finding a suitable web hosting service and autoresponder, the only thing that will set you apart from the others is

The Quality And Freshness And Uniqueness of Your Content

So, think about it while we discuss the other initial steps of building your niche minisites. But don't WORRY about it. In the end, I'm going to share a SOLUTION that will fit your needs completely, inexpensively and effortlessly.

Let's look next at the 7 steps to building your niche marketing empire. It's a tested-and-proven formula to profit from niche markets.

No surprises. Not much variation. Predictable outcomes.

STEP #1

FINDING A NICHE MARKET

This step is critical - yet often ignored. There's a ton of material on the Niche Marketing Forum about finding a niche - check it out here: <http://www.Reach-n-Relate.com/ask-niche/>

STEP #2

BUILDING A NICHE WEBSITE

Once you've decided upon a niche to go after, you'll need an online presence - your niche website.

A content-rich website, built around the keywords your niche audience is searching for, will give you the best chance to get visitors to come to your site when you start marketing it.

To put up your web pages on the Internet, you'll need a web hosting service, with a 'server' where you'll store your web page files. There are many web hosts available, so pick and choose the best one for you. Here is an article that might help you decide:

Web Hosting Scams Exposed - <http://www.ezinemarketingcenter.com/WebHostingScams.htm>

The web hosting service I use, and recommend strongly, is ThirdSphere, where you can store multiple niche minisites on a single account using sub-domains at no extra cost. Get details at <http://www.EzineMarketingCenter.com/webhosting.htm>

STEP #3

GROWING YOUR NICHE OPT-IN LIST

You've heard it many times - the money is in the list.

Once you have a content-rich website, you'll need to place a name and email capture form on it. To do this, you need an account with an autoresponder service.

Aweber - <http://www.EzineMarketingCenter.com/aweber/>

is one of the best because of the excellent delivery rates and the availability of unlimited autoresponder accounts so you can use one account for multiple niches.

Build a form to collect name, email address and maybe other details from visitors to your website. As an added incentive to get the most number of visitors to join your mailing list, you might want to offer them a gift - like a special report on the topic of your niche.

STEP #4

PUBLISHING A NICHE EMAIL COURSE OR NEWSLETTER

Once you have people signing up for your mailing list, you want to keep in touch with them, regularly send them valuable content related to the niche topic, and build a relationship with them.

After that relationship is developed and strengthened, you'll find yourself being able to sell products and services to your list effortlessly.

An email newsletter is a good way to achieve this goal. On the Ezine Marketing Center, we offer a short 7-day course to plan, create and publish your first email newsletter -

Ezines 'r' EZ -
<http://www.EzineMarketingCenter.com/ez/>

Check it out.

STEP #5

CREATING OR LICENSING AN INFORMATION PRODUCT

Ebooks or special reports are easily the best form of information product you can offer niche audiences.

If you are good at writing and researching, you might want to try your hand at creating your own ebooks and reports. However, it is easier to either outsource the work to a ghostwriter, or get your hands on private label ebooks.

Another - and much easier - method to source

information products is to offer other people's creations through an affiliate program. You can find some good products on Clickbank Marketplace - <http://www.ClickBank.com>

You'll however need to convince visitors to your niche website to buy the product on your recommendation. It is important to know the basics of online selling, so that you can craft a pre-selling process that refers visitors to the sales letter in the right frame of mind - so they end up buying, and earning you a referral commission!

STEP #6

DRIVING TARGETED TRAFFIC TO THE NICHE WEBSITE

The quickest way to get targeted traffic to your niche website is to pay for them on Pay Per Click search engines. But it could be costly!

Other effective methods to generate traffic to your niche website include listing in niche directories, submitting press releases, writing and submitting articles, running targeted ezine ads and solo endorsed mailings, plus securing joint venture deals with big players in the niche.

There's a powerful little manual I bought the rights to, that reveals a ton of the most powerful methods of driving website traffic to niche minisites. I do not sell it any more - but all clients who own my turn-key niche marketing minisite packs got it as a free bonus. And it's a very valuable one, because it could easily sell as a standalone product for \$67 or more!

STEP #7

PROFITING FROM THE BACK-END

The biggest profits in niche marketing come from repeat sales and returning visitors. To maximize the value of your clients and subscribers, you need to keep bringing them back to your website... and buying!

If you keep visitors coming back to your site by writing and adding new articles, reports and more content so that your niche content website keeps growing steadily, then on each visit you can offer them newer things to buy (or another set of ads to click on, if you use Google AdSense as your income model).

And you can always go out to Rentacoder, Elance or Scriptlance and hire a ghostwriter to create new books and other related information products to meet your client's needs.

Poll them, survey them, ask them what more they want - and then give it to them. And with every new transaction, their loyalty to you, your brand and your business will grow - and

You'll EXPLODE Your Niche Marketing Success

As you've seen, there are many steps to the complete process. And right at the center, like an axle around which a wheel revolves, lies your niche website CONTENT.

Taking all these steps, doing all these chores, is not impossible. If you start out with a plan, take steady, consistent, focused action, you can get it done in a few months.

The only 'risk' you'll take is in picking the 'wrong' niche to go after. Niche picking is, at best, a roll of the dice. A calculated guess. An informed gamble.

It's kind of like stock picking. The more 'diversified' your investment, the smaller your risk, because it gets spread out across a basket of stocks. In the same way, if you don't limit yourself to just one single niche, but go after a basket of 5, 10 or 20 niches at the same time, you lower your risk by being diversified.

And by incorporating multiple income streams into each niche site, you further spread out the risk of anything going wrong... giving you a steady, constantly growing, increasingly profitable niche empire. What's more, you can grow and build it further, until you are tired of more growth!

But What If You Don't Have The Skills - Or Time?

Like I said before, the turn-key niche minisites packs I've been creating for over 3 years (and have sold to 638 delighted clients until today) were conceived as a solution to this very problem... lack of skills or time.

And to cope with the changing online trends, these minisite packs have steadily evolved into their current form. The newest version is called

'THEME NICHE MINISITES'

<http://www.ThemeNicheMinisites.com>

As the name implies, these are content-rich niche minisites built on a specific theme, and with 6 articles (of 450 to 600 words each) in a niche to which new add-on content packs are provided every month - so your **Theme Niche Minisites** will grow constantly over time.

Every element of online niche marketing is covered.

- Want ready-made keyword research to identify the hottest trends, most popular niche markets on the Web, and the top keywords THOUSANDS of eager prospects are searching for online every day? It's there.
- Want elegant looking, professionally designed, hand-crafted, search engine optimized websites that are ready-to-go, with multiple income streams built into them? It's included.
- Want them pre-loaded with relevant, informative, helpful content - plus frequent updates with more content on the same theme, so you can keep your websites always fresh and interesting to visitors? You got it.
- Want specialists to pick out the best-selling products and services many prospects in these niches are eagerly buying... AND write brief 'reviews' of their top choices for you? We've done it.
- Want everything set up, automated and organized so that all you have to do is spend no more than 10 minutes every month adding in new modules - leaving you free to simply promote... and profit? Check!

It just doesn't get any better than this!

You'll Discover How EASILY You Can Profit From HOT, 'In-Demand' Niche Markets

