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New 2009 Version!

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Update log

Feb. 20, 2009

- Corrected several grammatical errors
- Changed keyword tool from SEOBook to Google and explained new targets with it
- Simplified competition analysis
- Eliminated confusion with article submission process

INTRODUCTION

If you've read any of my previous reports you know that I like to skip the fluff and tell you *exactly* what you need to know so you can take that info and run with it. This report is no different! Don't let the small page-count fool you!

The “formula” that I am about to hand to you is a solid, proven formula that I've used many times over to bring in a minimum of \$5/day within one week and with one single 5 page Website!

If you have a Google AdSense account, you're able to register and host your own Website, you can research and write the English Language and you follow this short guide to a T, then you can very easily be making \$5/day within a week and doing it over and over again!

It does take time and effort, but this technique is VERY real and VERY profitable if you don't cut corners and you do things exactly how I explain!

What's this all about? - The technique I am about to show you is one of the many forms of “niche marketing.” In this particular blueprint you will be finding niche topics with high-paying markets, putting up a small, 5-page Website, monetizing it with Google AdSense and/or targeted affiliate programs and driving traffic to it solely through article marketing.

Without further ado, let's get started...

Finding HIGH-PAYING Niche Markets

If you've already been marketing with articles, you're probably thinking "how am I going to drive enough traffic to a brand new Website to make \$5/day within a week?" Article marketing is effective, but most people who market with articles aren't generating \$5/day per site after only one week. Why? Because they aren't targeting high-paying markets!!

If you remember only one thing from this report; remember this: **All AdSense clicks are not created equal!!** A click from an AdSense ad in most niches will earn you roughly 10-40 cents per click.

However, there are some niches that will earn you \$1, \$2 even \$3 or more for every single click your site generates! When you're targeting a niche that pays \$1 per click (for example) you only need 5 visitors who click your ad to earn your \$5 for that day!

Let's say your AdSense adverts maintain a 30% CTR (click through rate,) which will most likely be the case after you read the mini-site creation section of this report (below.) With a 30% CTR you only need about *17 visitors a day* to reach your goal of \$5/day.

17 visitors a day in one week! Sound doable? If you answered no to that question do yourself a favor and go get a job :) That may sound harsh, but 17 visitors a day within a week shouldn't scare ANYONE off, so if that sounds like something you don't believe you can do then I'm afraid your chances of making any money online are slim to none! However, I don't believe that is what your answer was.

Now, let's get into how you're going to find these high paying niches:

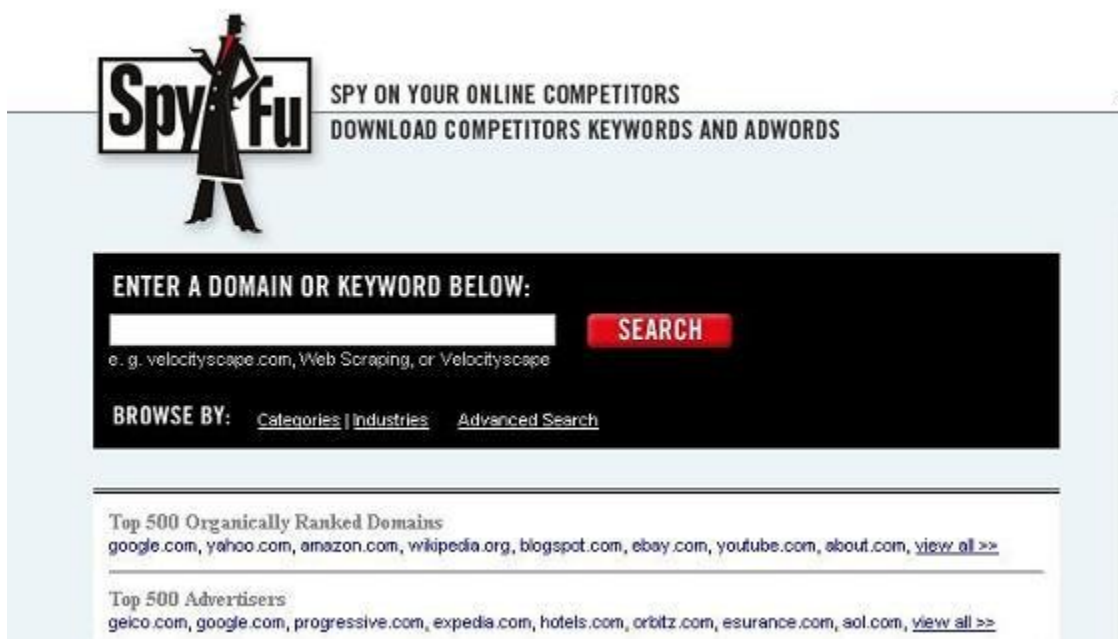
There are a few niches that are known to pay very well like the mortgage niche, loans, credit etc. but it's always good to venture out and find other niches as well.

When I'm looking to venture into a new niche market the first place I go is <http://www.spyfu.com/>

SpyFu is a free PPC analysis tool that gives estimates on what people are currently paying per click for various keywords and phrases. It was designed as a free tool for Search Engine Marketers to “spy” on their competition.

However, it is important to understand that this will *not* tell you exactly what you'll be getting per click on your adverts. It really is hit or miss and there is no solid methodology to it. It simply gives you an idea in which you can use to base your decision off of!

When you go to SpyFu, you'll be greeted with a simple search box, much like other Search Engines.



In the search box you will simply type in the major market you are thinking about targeting i.e. Mortgage, acne etc. Once you type in your keyword or phrase you will be shown a bunch of different data:



As you can see it tells you the estimated # of advertisers, search results, cost/click etc. The main thing we're concerned with is the cost/click. If advertisers are paying a lot of money per click, then AdSense publishers will more than likely be getting paid higher than normal!

As you can see, at the time of writing, "mortgage" has an estimated cost/click of \$1-\$16. If you do a search for something like "travel" you'll see that number is MUCH lower, at around \$0.68-\$2.36!

That tells us that as AdSense publishers we're probably going to earn MUCH more per click targeting a mortgage site (for example) than we are targeting a travel related site! We want to find markets that return CPC's with a minimum of \$1, as the mortgage term does!

So, to get started, start doing searches for related keywords in the niche market you're interested in targeting. Or take a look at the [top 100 list](#), which shows 100 of the most profitable markets out there! Once you find a main market to target you're good to go!

Finding the Low-Hanging Fruits

Now that we have a main market to target we need to find some low-hanging fruit to pluck. In other words, we need to find the “sub-niche” keywords that we'll be targeting with the articles that we submit to article directories as well as those we'll be publishing to our mini-site.

Obviously we're going to start this process with a keyword tool. There are loads of them out there (some free, some paid,) but I use Google's Keyword tool, as it's fairly accurate and I've had good results using it.

<https://adwords.google.com/select/KeywordToolExternal>

Insert the keyword or phrase you came up with at SpyFu ... the main market you're going to target. For this example I'll continue to use the “mortgage” niche, so that's what I'll search for with the keyword tool:

You're now provided with a long list of related keywords and their search data. This data is NOT 100% accurate, but it is accurate enough to get a rough estimate and to serve its purpose for us.

The primary thing we want to look at is the “Approx Avg Search Volume.” This is the average monthly search volume for each phrase in Google.

We definitely don't want to target anything extremely competitive, as it would take months, possibly years for our articles and mini-site pages to rank well for those keywords. So we go low!

Now that you've inserted the main keyword or phrase you came up with into the keyword tool, click "Approx Avg Search Volume" twice. That will change the display order of the related phrases from the least searched phrases to the most. (Leave the "Match Type" set to Broad.)

Now go through the list and click "add" next to every phrase with approximately 1,500-2,500 average monthly searches. It doesn't hurt to go a little higher or a little lower from time to time, but 1,500-2,500 is a good zone to keep in mind.

This isn't an exact science either. Some will be easier to rank for than others. Some of the best keywords to target could actually have monthly searches well into the tens of thousands, but it would be extremely time consuming to analyze each individual phrase, until you come up with a winner with that kind of search volume so I normally analyze only those around 1,500 -2,500 monthly searches.

If you don't have at least 30 phrases then start searching for related phrases. For instance, if you entered "mortgage loan" and only found 10 phrases in the "sweet spot (1,500-2,500)" then try "home loan" and other related phrases... add all of the phrases in their sweet spot until you have at least 30 phrases.

Once you have your list compiled (you should see them to the right of your screen within Google's keyword tool) download them. To do that you should see a few links under the list giving you a few options. I personally download them as text and open them with notepad, but you can use whatever you want.

Once you have your list compiled you're off to Google. Now we're going to analyze the competition. We do this because although they are "long-tail" keywords, that doesn't necessarily mean they don't have strong competition!

In the first version of this report I went into detail every little thing that you can look into in order to do really thorough competition analysis. I did that because I wanted people to really understand how Search Engines work. However, that wasn't and still isn't how I conducted my own competition analysis... I cut corners and I accept misses

along with the hits! It was also confusing people and they were spending more time trying to get this “right” than they were putting things into action!

With that being said, the following is the EXACT technique I personally use for competition analysis and it works! It’s deceptively simple!

For this example we'll use the phrase “online mortgage quotes,” which has an average monthly search volume of 1300 at the time of writing (a little low, but that’s fine.)

I do a search for the phrase in Google. I look at the Google Toolbar PageRank (TBPR) for each of the top 10 results (I use [SEO for Firefox](#), which displays this directly in the SERPS, so I don’t have to click on each page.) Then I add them all up and divide them by 10, in other words, I figure out the average Toolbar PageRank of the top 10 results. I see the average TBPR is 3.6

I use this simple guideline: If the average TBPR is above 3 (give or take .1 or .2) I throw out the keyword, it’s not worth my time. If the average TBPR is 3 or below (give or take .1 or .2) I keep it. I do that for all of my keywords until I have about 26 good phrases. That’s IT! Competition analysis complete! No expensive tools... no wasted time! So in this case, “online mortgage quotes” would NOT be a phrase that I would target.

Many people argue the fact that Google’s Toolbar PageRank is inaccurate and this is a sloppy way of doing competition analysis and I do agree that it’s not 100% accurate and it means VERY little when looked at on a page by page basis, BUT when looking at the average TBPR of a GROUP of sites in a tight niche, it is pretty accurate and my own success with this very simple technique proves that fact!

Once you’ve finished your competition analysis, you should have at least 26 good phrases that are ready to be targeted!

You’re going to target 6 of these phrases in your mini-site:

Homepage targets phrase #1

Page 1 targets phrase #2

Page 2 targets phrase #3

Page 3 targets phrase #4

Page 4 targets phrase #5

Page 5 targets phrase #6

Since your homepage naturally gains more links and authority than your internal pages, you could target a phrase that is a little more competitive if you wanted, but that's not incredibly important because with this formula you aren't dependant on your site's pages ranking, as most of the traffic comes from your articles ranking in article directories!

You're going to target the remaining 20 phrases in articles that you submit to article directories. Obviously you can add more pages to your site and submit more articles to article directories, but *this is the bare minimum that I recommend before moving on and creating another site.*

Very Important: The articles that you write, or have written, **MUST** be well-written! If the user is turned off you will not succeed with this formula!

The people who are going to click on your ads and buy through your affiliate links are primarily people who found an article that you submitted to places like EzineArticles after doing a search on Google. In other words, they're looking for tips on how to do "xyz" so they do a Google search "how to do xyz" and somewhere in the top 10 results is an article in EzineArticles (or another article directory) with links to your mini-site in the signature!

Give them a quality article and they will want to learn more, give them crap and they're gone!

Ad Specs, CTR and Site Design

How your ads appear to your audience is VERY important. If they aren't in the correct spots they won't convert. The same can be said about the format and color, so you need to be sure and do this correctly.

The format of all of my mini-sites is very similar. The reason for this is because this format has proven to bring in a very high CTR (click through rate) for most sites and a high CTR is CRITICAL with this formula! I'll say that again "CTR is CRITICAL with this formula" The higher the CTR the fewer visitors you need to make your \$5/day!

You can see the basic format I use at <http://www.gethomemortgage.com/>

I use these templates for static sites:

<http://offers.seansspecialoffers.com/nichetemplates/>

And these themes for WordPress (special discount link!)

<http://nicheadsensethemes.com/josh.php>

Whether you use WordPress or a static site isn't important, although WordPress does have a few more features, like RSS, which can be beneficial. It really doesn't matter in the long run. But it is VERY important that you use a template/theme at least similar to these for credibility and CTR purposes!

*(I do make a small commission from sales of these themes and templates, but they're not recommended only to make me money, they're recommended because **they work**. CTR is VERY important with this formula and the wrong templates won't bring in a high CTR. These are the same exact themes and templates I personally use for all of my mini-sites.)*

You'll notice that I use the "large rectangle" format directly below the heading of the page. This is known to be the best converting format and directly below the heading is

the first place people look when viewing a page.

If I find a good, targeted affiliate program I'll also place a nice looking affiliate banner directly above the large rectangle and below the heading.

I also try to give the titles within the adverts the same color as the internal links on the page. For this site (gethomemortgageloan.com) you may notice I didn't do this. The reason for this is because it just didn't "fit" with the theme and using the red titles seemed to "pop" a bit more.

However, in most cases it's better to match the advert link color with the overall link color you are using on your page. The same goes for the border and background. The border and background of your Google ad should be using the same color as the background of your site... you want the ads to blend in as much as possible!

I always have my internal page navigation to the top right with either a large vertical adsense banner or an affiliate banner directly below it.

I can't disclose the CTR for this site due to Adsense guidelines, but I can say that I have seen high CTR's on other sites doing this!!

Getting your 17 Daily Visitors

If you're a good writer then this is the easy part :) Take the 15-20 keywords and write an article on each of those topics. You want these articles to be valuable and informative, so if you're not knowledgeable on the subject you will need to do a little research.

Once you're comfortable enough on the topic, start writing! The main article body shouldn't have any type of promotion in it. No links...nothing! Just good, solid information!

When you're done with your articles (should be minimum 300 words) write a short "bio." For instance:

"To learn much more about the different types of [mortgage loans](#), visit **GetHomeMortgageLoan.com** where you'll find this and much more, including [mortgage rates and quotes](#)."

You will of course be using anchor text in the resource box, but limit your links to 2 (3 if the article directory allows it.) Some article directories have different terms, so be sure to read them before submitting to them. Some may not allow 2 links, while others will allow more.

****VERY IMPORTANT**** Don't worry about the keyword density within the article... write "naturally"! Just make sure the article is directly related to the keyword it is targeting and BE SURE to use the EXACT keyword phrase that you're targeting in the title of the article! *This is CRITICAL!*

Now submit one article (unchanged) to the following article directories:

- EzineArticles.com
- ArticleDashboard.com
- Amazines.com

Don't worry about changing the article. Just submit the same article to each directory!

Submit the next article to 20 – 40 quality article directories. You can find a list of the best article directories at <http://www.masonworld.com/masonworld-article-directory-rank/> . I use **Automatic Article Submitter** (<http://www.automaticarticlesubmitter.com/j/>) (that's a special, discount link) to expedite the process.

So, to be clear,

article #1 goes to ezinearticles.com, articledashboard.com and amazines.com.
Article #2 goes to the SAME 3 as #1, but it ALSO goes to 20-40 of the top article directories as well.

article #3 goes to ezinearticles.com, articledashboard.com and amazines.com.
Article #4 goes to the SAME 3 as #1, but it ALSO goes to 20-40 of the top article directories as well.

article #5 goes to ezinearticles.com, articledashboard.com and amazines.com.
Article #6 goes to the SAME 3 as #1, but it ALSO goes to 20-40 of the top article directories as well.

And so on... repeat this process until you have all of your articles submitted.

The reason we do this is so we can get the best of both worlds. Submitting to 20-40 of the best article directories brings in more links to our site pages. Submitting the other half to only the top few sites gets our articles to rank a bit higher, as mass submission will generally cause the articles to rank a little lower than usual.

These articles MUST be informative. If people are driven away after reading the first paragraph you WILL NOT get your 17 daily visitors! On the other hand, if they provide

good information you will exceed your 17 daily visitors and quite possibly get into the hundreds!

Your resource box (where your links are placed) also needs to be written well. Use a modified version of the example I provided above in order to invite them to click. DO NOT just stick a couple links in there without a good call to action!

Obviously the traffic isn't going to come until the articles are approved. On average it takes 24-48 hours for the articles to be approved. While you're waiting it doesn't hurt to write some more. The more articles you write, the more traffic you'll get!

I'm obviously assuming that you already have a basic understanding of how article marketing works. If you don't, you may want to consider Article Marketing Domination (<http://www.articlemarketingdomination.com/>)

Closing Remarks

I hope you've enjoyed this valuable report. I have to admit, I pondered the idea of selling this report for several days. But I eventually settled on the fact that often times the most valuable products are better off being given away.

Obviously there are a few variables to this formula. If your articles aren't informative enough to keep the viewers interest you're not going to get the visitors. If the niche you target isn't in a high-paying market you're not going to get your \$5/day as easily.

However, if you follow this formula to a T, I promise you, you will be very happy you did!

(quick tip) When calculating your CTR (click through rate,) do NOT look at the page impressions as reported by Google AdSense because these include all of your own page views! Instead, look at your server stats or whatever analytic program you use! Most sites get a much higher CTR than people think because they look at the CTR that AdSense reports!

About the Author



Josh Spaulding is a 29 y.o. Internet Marketer who is originally from Washington, IN, currently residing in Indianapolis, IN with his Beautiful wife, Claudia and Son, Aaron.

Josh has been marketing online since late 2004 and specializes in SEO, Email Marketing, Article Marketing and Blogging, but is proficient in most aspects of Internet Marketing.

Some of his Products include:

[Article Marketing Domination](#)

[The Ultimate Link Building Report](#)

[New Age Email Marketing](#)

[The Easy SEO Report](#)

[The Ultimate Blogging Blueprint](#)

[The Make Money Online Niche Exposed](#)

You can see his latest musings through his blog at:

<http://ez-onlinemoney.com/blog/>

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"Brick walls are there for a reason. The brick walls aren't there to keep us out. The brick walls are there to show us how badly we want things...the brick walls are there to stop the people who don't want it badly enough!"

-- Randy Pausch