

**“Learn How Michael Plante  
Made \$4,515 In Adsense  
Commission In Just Over  
1 Month – With Absolutely  
No Success In The Past!”**

**Keyword Elite Case Study #1**

**Keyword Elite User: Michael Plante**

**Earnings Method: Adsense Arbitrage**

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October 16, 2006 - November 20, 2006

Save as Custom Report:

CSV

Date	Page Impressions	Clicks	Page CTR	Page eCPM (?)	Earnings
Totals					\$4,515.21
Monday, October 16, 2006					\$1.16
Tuesday, October 17, 2006					\$6.32
Wednesday, October 18, 2006					\$9.34
Thursday, October 19, 2006					\$50.93
Friday, October 20, 2006					\$39.89
Saturday, October 21, 2006					\$61.36
Sunday, October 22, 2006					\$102.47
Monday, October 23, 2006					\$113.47
Tuesday, October 24, 2006					\$154.62
Wednesday, October 25, 2006					\$84.95
Thursday, October 26, 2006					\$99.40
Friday, October 27, 2006					\$125.78
Saturday, October 28, 2006					\$100.94
Sunday, October 29, 2006					\$153.89
Monday, October 30, 2006					\$204.96
Tuesday, October 31, 2006					\$21.90
Wednesday, November 1, 2006					\$9.46
Thursday, November 2, 2006					\$19.82
Friday, November 3, 2006					\$199.99
Saturday, November 4, 2006					\$148.11
Sunday, November 5, 2006					\$119.76
Monday, November 6, 2006					\$152.18
Tuesday, November 7, 2006					\$126.97
Wednesday, November 8, 2006					\$194.25
Thursday, November 9, 2006					\$214.34
Friday, November 10, 2006					\$228.85
Saturday, November 11, 2006					\$186.67
Sunday, November 12, 2006					\$103.77
Monday, November 13, 2006					\$205.83
Tuesday, November 14, 2006					\$158.66
Wednesday, November 15, 2006					\$154.57
Thursday, November 16, 2006					\$73.95
Friday, November 17, 2006					\$157.26
Saturday, November 18, 2006					\$190.48
Sunday, November 19, 2006					\$240.11
Monday, November 20, 2006					\$288.80
Totals					\$4,515.21
Averages					\$125.42

**Adsense earnings for slightly over 1 month's earnings from Adsense/Adwords arbitrage projects only.**

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

**Adsense Earnings Of \$4,515.21!**



And here's a screenshot of the small Adwords expenses that were incurred to earn the \$4,515.21 shown above:


Free! Try Google Analytics Google Analytics shows you which of your ads and referring links are most profitable, calculates your keyword ROI, and helps identify opportunities on your website. Setup is fast and easy -- click the Analytics tab above to get started. [Learn more](#), [Dismiss this message](#)

All Campaigns  
 Create a new campaign: [keywordtargeted](#) | [site/targeted](#)

Pause Resume Delete Edit Settings Show only active campaigns

Campaign Name	Current Status	Current Budget [?]	Clicks	Imp.	CTR	Avg. CPC	Cost	Cost/Conv.
	Active	\$5,000.00 / day	19,503	1,557,384	1.25%	\$0.03	\$565.81	\$0.00
	Active	\$5,000.00 / day	25,898	2,296,417	1.12%	\$0.02	\$563.04	\$0.00
	Active	\$5,000.00 / day	686	196,407	0.34%	\$0.03	\$19.77	\$0.00
	Active	\$5,000.00 / day	25	13,376	0.18%	\$0.04	\$1.07	\$0.00
	Active	\$5,000.00 / day	10	6,061	0.16%	\$0.05	\$0.48	\$0.00

Backed out campaigns are not related to adSense/adwords arbitrage. Campaign names of adSense/adwords arbitrage projects are blocked for proprietary reasons!



**Total Cost: \$1,150.17**

I don't know about you, but I'll gladly trade \$1,150.17 for \$4,515.21 any day of the week!

I don't want to waste any time with "filler", but before I can dive into the meat of this special Case Study, I need to lay a bit of foundation for you, so that you'll understand the rest of the guide.

Ok, first thing's first... Michael Plante made close to \$5,000 from **Google AdSense**. I'm going to assume that you know what Google AdSense is. If not, go here to read about how you can 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 someone's 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:

The screenshot shows the homepage of diet-reviews-zone.com. On the left, there is a sidebar with a list of diet reviews and a search box. The main content area features an article titled "Edible cotton almost a reality now" posted on Wednesday, Nov. 22nd 2006. A red box highlights a Google AdSense ad for "Edible cotton almost a reality now" with the URL "Ads.ly.G00000020". A red arrow points from the ad to the article text, which discusses the development of a cottonseed-based food item. The article text includes: "In what could turn out to be revolutionary in terms of science, a team of scientists have achieved what could sound strikingly pleasing. Gossypol—a very toxic compound from cottonseed—has been developed to a level that is safe for consumption of human beings. As per the sayings of Keerti Rathore, Texas Agricultural Experiment Station plant biotechnologist, this finding could turn out to have huge potentials in human nutrition. As per the standards set by World Health Organization (WHO) and U.S. Food and Drug Administration (FDA), the cottonseed developed thus seems to compete with those. It could turn out to be very good food item that is full of proteins, and could be made available to people more than 500 million in a year. Cottonseed can be grown in large quantity and it could help provide food to many people who otherwise have to face starvation and eat under-nutrient foods. The finding was announced in this week's Proceedings of the National Academy of Sciences—Keerti Rathore led a team of scientists from the Experiment Station, Texas A&M University and the U.S. Department of Agriculture's Southern Plains Research Center in College Station, and their co-workers..."

Michael sent traffic to his website via **Google Adwords** (shown below). These are the ads on the right hand side of Google that you pay per click to receive traffic. See below:

The screenshot shows a Google search results page for the query "weight loss". The search bar at the top contains "weight loss" and the results are "Results 1 - 10 of about 61,600,000 for weight loss. (0.14 seconds)". A red arrow points from a "Google Adwords Ads" label to a list of sponsored links. The sponsored links are:

- NutriSystem Weight Loss**  
Forget the fads! We are here to stay. Try NutriSystem.  
[www.nutrisystem.com](http://www.nutrisystem.com)
- Weight Loss Breakthrough**  
Lose Up to 20 Pounds in 30 Days!  
Doctor Recommended, 100% Guaranteed  
[www.Lipocerin.com](http://www.Lipocerin.com)
- Weight Loss Pills Exposed**  
Top 20 Weight Loss Pills Reviewed  
Which Product Works the Fastest?  
[PricesExposed.net/Quick-Weight-Loss](http://PricesExposed.net/Quick-Weight-Loss)
- New Weight Loss Pill**  
Free 2 week trial.  
\$3.99 shipping & handling.  
[www.HoodiaXS.com](http://www.HoodiaXS.com)
- "Your Hoodia Didn't Work"**  
Want to know why?  
My Wife and I Did the Research  
[www.Hoodia-Facts.com](http://www.Hoodia-Facts.com)

So, essentially, Michael set up an article on his website that displayed high paying AdSense ads. He then sent visitors to that page via Google Adwords for less money than he was earning from Google AdSense.

This method of generating AdSense income is called “Google Arbitrage”. So there’s your solid foundation. Let’s get to the meat already...

Recently, a forum post popped up in the [Keyword Elite](#) member’s forum. A user stated they were testing out a method of making money with Google AdSense, in conjunction with Google Adwords.

The post sounded very intriguing to me. While I had heard and dabbled a bit with the technique mentioned in the post, it intrigued me because the post was basically a well structured test. The word I want you to note is “test”. I’m quite a testing fanatic, so when I hear that someone is running an actual test and is planning on sharing their results; I’m all ears... every time, and you should be as well.

Anyway, several days went by and I noticed that the user was posting his progress very regularly in the forum and was achieving incredible results. So, this is the basis for the special report/case study that you’re about to read.

Pay close attention because the strategies in this report are real... NOT theory. This is a real test, ran by a real person, who has gotten and is still getting fantastic, real results. There’s nothing better than this folks.

This report will be a bit different than any other report you’ve read in the past. I have simply copied and pasted Michael’s entire strategy into this report. These are his exact words that came directly from the [Keyword Elite](#) member’s forum, and not my paraphrasing, to ensure that you’re getting everything you need to start profiting using this method.

I have included my comments throughout the report. My comments will appear within blue tables and within summary boxes at the end of each of Michael's forum posts.

Let’s get started...

## Post #1 (October 19) Forum Username: mikeronet

Hi to all:

My first post here in the forum - thought I would wait and see what I could do first before I came out and said anything...

So - without further delay, let me tell you a little about what I am attempting with KE. I am working an Adsense "arbitrage" methodology of a sort - probably not the most scientific of methods, but pretty basic and simple. I will say that, **prior to performing this test; I was making basically ZERO on Adsense ads on my websites.**

Over the last couple of years, I have found Adsense to be a lot like war - long periods of no activity punctuated by moments of sheer terror. Now - I think I have been able to put the terror in perspective - and make something happen... and not in the way that I had expected, nor that you might think... read on...

4 days ago, on October 16, I started looking for a particular niche to work. For obvious reasons, I will not share the exact niche, but, I will say that it exists in the world of software.

**I used KE to develop some keyword listings** for this niche, using project 1, and then ran them thru project # 2 to get some basic information down about searches, CPC, and number of Google Adwords campaigns.

Without going through the obvious details - I **developed a list of about 10-15 high paying keywords** in this niche, and from that point - used an article generating software I own to produce a keyword specific article for some of these high paying keywords. My **keyword density** in this article is somewhere in the neighborhood of **6%**.

I posted this article on a domain I already own, under a subdirectory named after the high paying keyword. I did this for the purpose of seeing how it would play with people who see the Adwords ads I set up for this particular experimental niche.

I set up **2 – 336 x 280 boxes** across the top of the fold, under the title and author lines, and side by side, blended into the background. I

have another 728 x 90 banner across the bottom of the article, for those who need something to do after they read the entire thing... (if you get that far... lol). I optimized the page for this particular group of high paying keywords... and I was ready to go on the AdSense end.

**Now for Adwords:** I created 3 separate lists of 1,000 keywords each - from variations of the main keyword, to populate my keywords in Adwords. I set the price on these keywords at 0.05 per click... Of course, most of them came up wanting more of a minimum bid to activate. But for the time being - I had enough keywords active to start the experiment.

The first thing I wanted to see was - how much was AdSense going to pay me for those clicks on the ads on my page. Based on the expected results in KE, I had anticipated a payout of approx. 60 cents - \$2.00 per click. What I have found in reality is that AdSense is paying me consistently at 20 cents per click, more or less...

Now - I don't know if this is the exception or the rule, but - I have always read that using the content ads in Adwords was not really a good idea... but - I started to use them anyway in order to keep my cost per click down to around 3 cents - 4 cents a click.

**So - to make a long story longer, here are the results of the last 4 days:**

**Day 1** - 15 impressions - 4 clicks....33 cents total (I started late in the evening on this...lol)

**Day 2** - 95 impressions - 37 clicks....\$4.34 total (1st full day in operation)

**Day 3** - 128 impressions - 52 clicks....\$7.32 total

**Today** - 485 impressions - 202 clicks - \$32.01 total (with approx. 8 hours left to go in Google's day before change over to Friday totals - I am expecting this to clear \$37.00 by the end of the day)

The conversion rates on all days have been middle double digits...

Now with the exception of maybe 1 or 2 clicks on day 1 - every single click and impression I got came from content ads in Google - absolutely none of them are coming from search ads.



When I look at the Adwords side of things, I am seeing that approx. 50 percent of my clicks on Adwords are converting into the clicks on Adsense. I guess I am trying to get a sense of whether this is good, great - or should be improved upon.... please advise.

I was running **2 ads** - both getting approximately **50 percent** of clicks. I removed the one getting the lesser of the 2 totals, and am now only running 1 ad. Since making this move, the clicks have greatly improved on the Adsense side. I did this earlier today and will stay in this mode for a minute.

My question on this is - Given the monthly searches for this niche, and the various keywords associated with it, should I expect to see this level out at some point - and settle down to a somewhat consistent dollar amount each day that I can count on?

Also - has anyone tried doubling their ads in Adsense to get a bigger share of the overall AdWords clicks, and double your gain more profits from this one niche in Adsense?

#### **Brad's comments:**

Notice how Michael is asking questions to the other forum members? At this point, he's just beginning his tests and you can tell that he is clearly not very experienced with the whole Arbitrage method. A real testament, and solid proof, that even a beginner can make the arbitrage method work. I've purposely left in ALL of Michael's comments, as I didn't want to only give you part of the "story".

Any comments or questions - greatly appreciated. And Brad - You have truly hit a homerun with this software. The truly funny part about this is - I still have not quite figured out the part about parsing out good Adwords keywords at 5-10 cents per click. Anyone who can help me on that would be greatly appreciated!!!

Thanks -  
Michael

**Post Summary:**

- He used [Keyword Elite](#) to create a keyword list for his specific niche. Then he ran them through project 2 of [Keyword Elite](#) to get basic Pay Per Click information to know how many clicks he could expect, as well as roughly how much he would earn per AdSense click.

- He created a list of about 10 to 15 high paying AdSense keywords in the niche he found.

- He then used an article generating software to produce a keyword specific article revolving around those high paying keywords. He tried to get a keyword density, with his main keyword, of about 6% for the article.

- He set up 2 – 336 x 280 boxes across the top of the fold, under the title and author lines, and side by side, blended into the background. And added another 728 x 90 banner across the bottom of the article.

- He uploaded the article to a sub domain he already owned, under a sub directory named after the high paying keyword. He did this to help ensure that Google displayed related AdSense ads on his page.

- He created 3 separate lists of 1,000 keywords each - from variations of the main keyword, to add to his Adwords account, in order to drive traffic to his AdSense article page. He set the price on those keywords to 0.05 per click

- The 4 day results of his initial test are as follows:

Day 1 - 15 impressions - 4 clicks... 33 cents total

Day 2 - 95 impressions - 37 clicks... \$4.34 total

Day 3 - 128 impressions - 52 clicks... \$7.32 total

Today - 485 impressions - 202 clicks - \$32.01 total (with approx. 8 hours left to go in Google's day before change over to Friday totals – and he's expecting this to clear \$37.00 by the end of the day)

- The conversion rates on all days hover around middle double digits.

- Nearly every click and impression he got to his AdSense article came from content ads in Google, which means the traffic is all coming from other people's websites that are displaying AdSense ads on their websites. None of his traffic is coming from google.com directly.

- Roughly 50% of his Adwords clicks are converting to AdSense clicks, which is very high.

## Post #2 (October 19)

Forum Username: mikeronet

I forgot to mention - for the purpose of information - that my Adwords cost have maintained at **50 percent of the amount made in Adsense**. Approx. 1 - 1.5 dollars in profit after each dollar of Adwords expense is paid.

What's the saying- spend a dollar to make a dollar? Hmmmmmm...

Not bad in my book...

### Post Summary:

He has earned roughly 1 to 1 and a half times what he's spending.

## Post #3 (October 19)

**Forum Username: mikeronet**

I had said I expected to end up around \$37 for the day - I am currently at \$40.82 with 3 hours left to go before Google end of day... Cost associated with Adwords is at \$21.00.

Adding another update 1 hour later - now up to \$43.50 and still rising with 2.5 hours left in the Google day..

Michael

### **Post Summary:**

He estimated \$37.00 in earnings on day 1, but actually ended up earning \$40.82, with a cost of only \$21.00

## Post #4 (October 20)

Forum Username: mikeronet

### Brad's Comments:

A forum member had asked what article creation software Michael used to create his article. While it's not really that important what program you use to create the article, you basically just need to be able to create an article that revolves entirely around the high paying AdSense keyword that you choose. This might not make sense right now, but keep reading and you'll understand by the end of this report.

**Tip:** [Keyword Elite](#) actually has a built in article miner program that can search article directories for related articles, based on a keyword search.

Hi -

I am using Article Miner... Database of over 250k in articles, so, never short on good subject matter.

I guess I am asking these questions because - while the numbers seem to be impressive -my question is - will they sustain?

### Brad's Comments:

Notice more questions being asked to the other forum members...

Oh - **the day ended at \$50.13**. Today started out **3 times higher** at 6:30am than it was at 6:30am yesterday in terms of AdSense amount. **Conversions are up** as well from 0.83 to 1.44 today in Adwords clicks, and up approx. 5 percent in AdSense from yesterday.

If the trend continues, **I am expecting that I might clear \$100 - \$125 today**. It is 11:30am here and I am already up to \$15... Yesterday, I was at \$13.00 at 3pm my time... so - looks like it might be another good day...

I also decided to try another experiment with this particular niche, a variation of one I saw in the [Project X Affiliate eBook](#), where he talks about having duplicate ads competing against one another to further increase his sales.

I figured the same theory could apply to competing AdSense sites as well. So - In the original campaign, I was running **2 distinct ads** yesterday - each one consistently getting **48-50 percent** of the views (even with ad optimization turned on), with strong conversions on both.

Today - I decided to duplicate the one page article to another domain, and duplicate the ad campaign with the 2nd of the two ads, so that both ads will now get **100 percent exposure instead of 50 percent**.

Now the interesting note about this particular ad - I set it up late last night - and through this morning, before I split the two ad campaigns out - this particular ad was still getting as many clicks as the other ad, but from **HALF** the impressions.

So - make note to self - must be doing something right with the ad copy. From what I have been reading on the Google site, to get conversions in content ads this high means the copy is hitting a real nerve with the reader somewhere along the line, because most content ads are not that highly targeted.

So - I am pitting one against the other with slight variations in the amount paid for each click, so that they are not competing in the exact same positions, but rather one right behind the other.

Other than that, the campaign keywords, and configuration are identical. **Next phase will be to duplicate the page again**, but this time with a totally different set of keywords. I will probably tackle that sometime over the weekend, or 1st of next week, after this set has had a few days to test out and run.

I am thinking this might have some potentially interesting outcome. Any advice?

Michael

Oh yeah - I wanted to add this little note of personal satisfaction: I am sure a lot of folks out here, like myself, have been stabbing at AdSense for a while now, with little or no success. My wife has watched me come up with the next "brilliant plan" for a couple of years now - and - well, you know the rest.

Well - I finally got up the nerve to show her this new "brilliant idea" last night - she did not know about it during the first few days - I wanted to confirm the numbers before I showed her.

When I explained it, and then showed her what I was doing - and the resultant numbers, both for cost and profit - she was shocked. Totally shocked. When I started breaking down monthly potential, and then added in the **formula of "rinse and repeat" to the equation - she almost hit the floor** at the potential of what I could potentially achieve doing this.

### **Post Summary:**

He is using Article Miner software, which has a database of over 250k in articles, so, never short on good subject matter.

His previous **day ended up making \$50.13 in AdSense.**

The following day started out **3 times higher** at 6:30am than it was at 6:30am yesterday in terms of AdSense amount.

Conversion rate is up from .83% to 1.44% in Adwords clicks, and up 5% in AdSense conversions, so the split testing must have worked.

He tried a tip outlined in a very good eBook called [Project X Affiliate eBook](#)

Shared his idea/results with his wife and she also became very excited about the scalability of Google Arbitrage using [Keyword Elite](#).

## Post #5 (October 24)

Forum Username: mikeronet

Hi again everyone - Several days ago, I posted the preliminary results of my first real experiment with KE - doing Adsense Arbitrage...

Anyway - the niche I am working is very **VERY** rich. And even though I have been mining this for a week now - I am still tapping it like it was brand new...

Anyway - with just **ONE** Page so far set up with this method in Adsense, and running some ads in Adwords, my results have been as follows: (first few days are approx. dollar totals, as I don't have them in front of me at the time of writing this)

**Day 1** - started the campaign - made approx. 33 cents.

**Day 2** - First full day - approx. \$4.00

**Day 3** - approx. \$9.00

**Day 4** - approx. \$35.00

**Day 5** - approx. \$50.00

**Day 6** - approx. \$39.00 (So far, my only fall-back day, but still a good one!)

**Day 7** - approx. \$62.00

**Day 8** - approx. \$102.00

**Day 9** - (yesterday) - \$113.00

**Today is Day 10.** I am already at **\$65** and it is only noon EST where I am.

### Brad's Comments:

Really take note of how each day shows a big increase in earnings.



The real reason I am posting this today, besides the obvious reason of showing just how powerful KE can be on just ONE project, I am also here to tell you that, for the most part, in the first 9 days as described above, even though this money looks good - **I have been running a very sloppy campaign on the Adwords side. A real rookie effort.**

I spent the money this morning to get the [Perry Marshall book](#) that Brad has talked about - "[The Definitive Guide to Adwords](#)". I bought the basic level, \$49.00.

I did this because I am not new to Adwords at all, just have never mastered it. Folks - if you are doing anything with Adwords - GET THIS PACKAGE.

If you don't, I am here to tell you - you are flushing money down the toilet!

Since getting this package early this morning - I have made a few tweaks to the campaign that has demonstrated a significant CTR rate on the Adwords side. Once this takes full effect today - **I full expect that this one niche will deliver no less than \$200.00 per day - EVERY DAY**, for quite some time, barring variables that I can tell you are not related to the niche.

This niche is very strong, long-lasting, and I have absolutely no doubt that the necessity for this niche will be around for a long long time. So - the only factors I have to really worry about are **maintaining my good standing with Adwords and Adsense**, so that my accounts stay open and profitable.

Oh yeah - for those of you who may have followed my last post: You may remember that I said that I was getting **100 percent of my traffic from the content side** of Adwords - absolutely no search returns from the search network side. As of today - that is still the case.

**Brad's Comments:**

The "Content Side" Michael is referring to is simply the Google "content network" which are basically other webmasters displaying Google AdSense on their websites, like the AdSense example I showed you on page 3 of this report.

Google also displays their Adwords ads on their website ([www.google.com](http://www.google.com)) AND the "search network", which consist of other PPC search engines like:

American Online (AOL)  
AT&T Worldnet  
AskJeeves  
CompuServe  
Earthlink  
Netscape Netcenter  
Shopping.com

This is due to a number of factors, chief among them is the pricing to activate the keywords. However; what I am discovering today is, because of my optimization efforts of the Adwords campaign, the relevancy of the ads, the landing page, and the keywords is starting to have the secondary effect of ad impressions from the search network, something I have had none of since I started.

When I saw this a couple of hours ago - I almost dropped out of my chair, because I have stuck hard and fast to my pricing models, to ensure my profit.

So - **not only** am I getting this fantastic and seemingly never ending supply of traffic from the content network, now I am seeing that there is a possibility of the search network kicking in, which will only add to the total number of clicks I am getting, and the cost per click will not go up 1 cent.

Anyway - the last part of this update is: **Since day 2, my CTR on the AdSense side of this experiment has remained [consistent] throughout.**

My costs are roughly **1 dollar spent on Adwords for every 2-4 dollars made** in AdSense profit.

I think this might just be working.

I don't think I mentioned this in the last post - but - back on August 18, 2006, I was laid off my job - in the corporate IT world, after a career in this field for 24 years. With this effort I am currently performing, I project that I will make up my \$76,000 per year salary when I am making approx. \$280.00 per day with this. The numbers I am making now are enough to cover my monthly bills, So - you can bet that this morning - I am NOT missing the corporate world ONE DAMN BIT!

Brad - your comments last week were very motivational - and much appreciated.

Sincerely,  
Michael Plante

**Post Summary:**

Results thus far:

**Day 1** - Started the campaign - made approx. 33 cents.

**Day 2** - First full day - approx. \$4.00

**Day 3** - approx. \$9.00

**Day 4** - approx. \$35.00

**Day 5** - approx. \$50.00

**Day 6** - approx. \$39.00

**Day 7** - approx. \$62.00

**Day 8** - approx. \$102.00

**Day 9** - (yesterday) - \$113.00

**Today is Day 10** and he is already at **\$65** and it is only noon EST where he lives.

Purchased the Perry Marshall book "[The Definitive Guide to Adwords](#)" for \$49 in hopes of helping increase Adwords click through rate, and it seems to be working very well for him.

Was getting 100% of traffic from Google Content Network, but because of his optimization efforts of the Adwords campaign, the relevancy of the ads, the landing page, and the keywords it is starting to have the secondary effect of ad impressions from the **search network** also.

Adsense CTR of this experiment has remained very high throughout.

Costs are roughly \$1.00 spent on Adwords for every \$2.00 - \$4.00 made in Adsense profit.

Was recently laid off of his corporate job making around \$76,000 a year, but is now projected to make that all back in Adsense income, working from home!

## Post #6 (October 24)

Forum Username: mikeronet

### Brad's Comments:

Several questions were asked about the exact steps being used to find these profitable keywords using [Keyword Elite](#). Mike responds to this below...

LOL - Well - I laid out the basics of the process in the last post - as far as the method of using KE to search a niche I was interested in. The initial niche was very general in terms, surrounding something involving software. Using KE, **I found this particular niche doing a 1000 keyword set in project 1.**

From that point - just took that keyword phrase, **broke it down between project 1 and project 2**, and developed a keyword list that I could use to set up the ads in Adwords.

Now - to your point about starting up... I have probably started up 4-5 campaigns on other niches since then, and none of them have come close to this one. I guess that is the hit or miss aspect of this.

However, I am finding some ways to narrow it down enough to find more hits than misses.

One of the little pieces of advice I found was to **focus on general, one-word terms** for the 1st round... and focus on those that are high priced "sell" items, where you will have larger companies, with nice, fat advertising budgets, that are willing to pay those high bids on keywords.

Once you have identified a group of **5-10 high paying keywords** for that niche, you go to round 2 of the research. Make note of how high or low the search returns are for those words. The higher the search return result, the better your chances at some good traffic.

Round 2 of the research - In my case, I have Article Miner to develop the article I am going to use for a campaign. I will run an article search to find articles that match the keyword criteria of the high

paying keywords... exact matches in terms of keyword density. **I try to post articles with no less than 5% keyword density.**

Since my premise here is going after targeted, PPC traffic, I am not concerned about the issue of duplicated content, since I am not primarily concerned with getting the page indexed.

In regards to the template - I have a basic template which I designed and developed, that I use for all of the articles.

#### **Brad's Comments:**

Michael will actually reveal the basic template he's using for these Arbitrage articles, a bit later in this report...

All I have to do to the template is **modify the META's for the keywords** (The high paying ones I found in round 1). I am still tweaking the final ad placements, otherwise I would provide a sample of the template to you, which I have no problem doing.

**I am running [a high conversion] on AdSense** with the current template, which is a good number (real good based on some models I am seeing...) but, I think it could be a little bit better.

**Next step:** I go ahead and **set up a sub domain that matches or closely matches the primary keyword** of the article, keeping in mind the restrictions of the length of the display URL in Adwords.

I load up the article as quickly as possible, so that it has a chance to get noticed by Google Media bot and start getting ads quickly, so I can ascertain if the correct type of ads are going to post.

#### **Brad's Comments:**

The Google Media Bot is simply Google's "program" that crawls websites that contain Google AdSense ads. This program scans the page and then figures out which ads are the most relevant for the content listed on the web page.

Using this method, I usually start to see relevant ads almost immediately; however, I have had one or two that start showing ads that have nothing to do with the article, or the keywords. I have found that it is **MUCH** better to determine if this going to be a problem before I start up the Adwords ads, cause I don't want to waste any money on ads that are not going to pay me.

I am finding the same thing as you in terms of the projected value of keywords, vs. actual payout. I am coming to the conclusion that the promise of a high payout is rather elusive, though not impossible.

Based on how I understand the escalating bids on a keyword, for the number 1, 2, 3, 4 etc. spots. That, when the "highest" paying bidder drops out - the person in the # 2 position becomes the high bidder, without a change in the pricing. If nobody is going to get into a bidding war over a keyword, then the highest price you get isn't the one you might see in the search results.

Bottom line I think is; obtaining the highest payout on Adsense is subject to some variables which you have absolutely **NO** control over, like:

1. Whose ad you are showing, and what ad got clicked on.
- 2. Was that ad in the # 1, 2, 3, 4 spot?**
3. Did the advertiser in the highest position pull ads out of rotation because their ad budget ran out?

And that's just a few - but you see what I mean by **NO** control? For the record - I am making every cent of this money on 5 cent Adwords ads, and the clicks are paying on average approx. 15-18 cents per click.

That's still a 1 to 3 spread - no matter how much your making. I'll take it. Now don't get me wrong - I would love to see that go up higher - much much higher. But - I refuse to get greedy in this and screw up. Like I said in my first post - I am out of work, and if I am able to make up a 76K salary by doing 15 cents a click - you can bet I am going to do it in the most stable and long lasting way possible.

Anyway - that's what I am doing in a nutshell. Hope that helps some.

**Post Summary:**

He found this main **niche doing a 1000 keyword set in project 1.**

Then he took the keyword phrase and broke it down between project 1 and project 2 in [Keyword Elite](#), to develop a keyword list to use in Adwords.

He advises to **focus on general, one-word terms** for the 1st round... and then focus on those that are high priced “sell” items, where you will have larger companies, with nice, fat advertising budgets, that are willing to pay higher bids on keywords.

**He then uses Article Miner to develop the article for a campaign. He'll run an article search to find articles that match the keyword criteria of the high paying keywords... exact matches in terms of keyword density, and tried to find articles with no less than 5% keyword density. Again, you can use other tools for this purpose, OR you can simply write your own article.**

He's not concerned about the issue of duplicated content, since he's not trying to get free search engine traffic to these article pages.

**His AdSense CTR is very high, but it's against Google's TOS to say exactly how high.**

**Next, he sets up a subdomain that matches or closely matches the primary keyword** of the article, keeping in mind the restrictions of the length of the display URL in Adwords.

And finally he uploads the article to his server right away, to allow Google's media bot to quickly visit the web page and serve up related ads.



## Post #7 (October 25)

### Forum Username: mikeronet

#### Brad's Comments:

A question was asked in the forum, if Michael sends people via Adwords to his homepage and then just has a bunch of articles containing Adsense set up on his website, OR if he send people directly to 1 specific web page containing the Adsense ads...

Well - for the arbitrage model - I think I have found **I prefer the single page approach** - and focus my Adwords resources on that page.

I believe that the more pages you have serving ads - the more likely you are to deplete the ad resource... and - there is no guarantee that your prime ads will be on your front page, particularly if all your subsequent pages are optimized exactly alike.

You could create a campaign in Adwords, then create sub groups under each campaign, one group for each focused group of keywords. Your ads would reflect those specific keywords only, and then you would point each group to a separate page.

In this case, you can make sure each of your pages is optimized for one separate, high paying keyword each. Then serve 'em up and split out the traffic as many ways as you have pages. **The key is not to have overlapping keywords**, make each group targeted, and make sure the ads and landing pages are equally targeted for the specific keywords.

In my current layout - I am running two blocks of 336 x 280, side by side, above the fold, with the float alignment set to left align, so that some of the leading text of the article blends in on the right side of the 2nd block of ads.

I am also using 1 link set in the upper right corner to mimic a navigation field. I am purposely **NOT** using all 3 eligible ad blocks that Google allows, so that the ads that are being served are of a higher quality. Sometimes, less is more.

**I can't tell for sure, but it looks like that link set is getting me somewhere between 5-15 dollars everyday.**

As for Article Miner - you are correct; it is no longer being sold.

### **Brad's Comments:**

As I mentioned before, the Article Miner software really isn't that important for Google Arbitrage. You just need a way to create OR write up a GOOD article, with truly valuable content. Then slap up some Google AdSense ads, and away you go.

Anyway - its getting late here, about 11:15pm my time... and oh yeah - last update of the day - as of right now - I am up to **\$142.00** on AdSense, against a **\$41.00** spent on Adwords.

Have a good night -

Michael

### **Post Summary:**

He **prefers the single page approach** where he creates 1 targeted AdSense article page and sends traffic to that page only, rather than sending the traffic to his homepage and then filtering it to various article pages throughout the website.

He is running two blocks of 336 x 280, side by side, above the fold, with the float alignment set to left align, so that some of the leading text of the article blends in on the right side of the 2nd block of ads.

He is also using 1 link set in the upper right corner to mimic a navigation field, and says that he purposely is **NOT** using all 3 eligible ad blocks that Google allows, so that the ads that are being served are of a higher quality.

At the end of the day, he is up to **\$142.00** on AdSense, against a **\$41.00** spent on Adwords.

## Post #8 (October 25)

Forum Username: mikeronet

Good morning!

As for the article miner issue: I would not give up so fast. First of all, you have an option here to create an article per keyword right here in KE. And, you could take your route of finding an alternative software to do this, and if you are going to do that, check out Brad's brother Matt's offer of Hypervre - you can get the fully functional software for free at [www.hypervre.com](http://www.hypervre.com).

I have used it - the software is a very good program, particularly for free. My only complaint about it is that the articles it pulls from the keywords are not keyword dense enough for me. But - that's just me. Bottom line - explore your options - don't give up on that.

And hey - it's never too late - there is always another niche, somewhere that you can exploit. Just gotta do it.

See ya -  
Michael

### Post Summary:

He suggests some other article creation alternatives like the article generator in [Keyword Elite](#), or HyperVRE's article generator. But, remember, you can always manually just search Google for free articles to use, or write your own article.

## Post #10 (October 30)

Forum Username: mikeronet

### Brad's Comments:

A question was asked by forum member "Khaldoun" whether or not he understood exactly what Michael was doing to earn money... Below, in the numbered area you'll see the questions asked by Khaldoun, as well as Michael's direct response to each question...

Hi Khaldoun -

In response -

Overall, yes - You got the general idea spot on correct.

**Question 1:** In KE, how many results do you generally ask it to return for you?

**Answer:** I generally start my research with 1000 keywords based on the original keyword.

**Question 2:** Lets say I have a website called [www.website.com](http://www.website.com) . Now, to setup your particular article page, it will probably be, [www.website.com/articlepage.html](http://www.website.com/articlepage.html) for example, right?

**Answer:** That is correct.

**Question 3:** My next question will be, what about the main page ([www.website.com](http://www.website.com)) What would be the best thing to put on it? Would it be just a generic content page?

**Answer:** Basically, I find a high keyword density article that is targeted for the keyword I am trying to get AdSense ads on. The content is specific, but, you are correct, I am not selling anything directly.

I add a link into the page that gives the opportunity to go to a site to get whatever it is that they are looking for, based on the keyword.

The quality of the content is fairly high. With this outbound link I just described - the page meets Google's TOS. So - everybody is happy, I hope!

Good luck to you on your endeavor - and do what I did with my wife - show her your work, show her the results, and get her involved in helping you find niches. If she is involved in the success of this, she may not feel so inclined to question it.

Michael

### **Post Summary:**

He generally uses [Keyword Elite](#) to generate a list of 1,000 keywords.

A sample article page might be called:  
[www.domain.com/MainKeyword.html](http://www.domain.com/MainKeyword.html)

The homepage of the website would just contain a very "broad" keyword related to his main keyword. The page would not sell anything directly.

He makes sure to include at least 1 outbound link on the AdSense article page to comply to Google's TOS. This is very important. You **MUST** create a quality article with truly valuable content, so that the person clicking on your Adwords ad is taken to a page (your page) that actually gives them what they were looking for. Do not, and I repeat, do not just create a crappy article page or your Adwords ad will be disabled.

## Post #11 (November 4)

Forum Username: mikeronet

### Brad's Comments:

A few forum members proceeded to ask Michael if he's sure that he's not breaking any Google rules by doing this. They'd heard that Google has cracked down on the Arbitrage model. Michael responds by saying that what he's doing is well above the typical Arbitrage model. The model that Google WILL shut down is one that creates completely irrelevant, crappy content pages with no outbound links or value... with the addition of a few AdSense ads. This is the model that is against Google's TOS and will not work, whereas Michael's method does follow Google TOS.

Hi -

Thanks for your response. I can promise you that I am certain Google knows about me, and what I am doing. So - I really can't explain intelligently why Google is allowing this. I don't get the huge money clicks - which is fine.

I am maintaining a spread of approx. 2.5 -1 / 3 -1 in terms of what I spend on advertising vs. what I am making on AdSense, and I can absolutely work with that all day long! **On average, I am spending 2-3 cents per Adwords click, and earning 15-24 cents per AdSense click.**

The math takes into account Adwords clicks that do not translate into AdSense profits... Still - the math works out pretty good for me.

For those keeping up with this thread - **I have been breaking \$200.00 per day with this one page site since last Sunday.** I've closed out October after 15 days of running this experiment having **made a little over \$1300.00 in AdSense** on one page for 15 days.

This week, I have started to diversify a bit and incorporate some Clickbank affiliate sales into the mix, again, using KE to get my keywords together, and find the exact ones I want to use in my campaigns. I cannot say enough good things about your tool Brad.

So - **My plan now is to go legit, and incorporate sometime in the next week or so.** I think I have a realistic chance of pulling down **no less than 6K** with Adsense this month. I can absolutely attest to the fact that **NONE** of this would have been realistic without the help and performance of [Keyword Elite](#).

Michael

### **Post Summary:**

Michael confirms that what he is doing follows Google's TOS.

He broke the \$200 per day mark last Sunday.

He's made a little over \$1,300 in Adsense in only 15 days since he started.

Plans to pull in \$6,000 in Adsense earnings this month.

## Post #12 (November 6)

Forum Username: mikeronet

Hi -

Yes - still only using content network for this particular site. Doing combos of search and content on a couple of other candidates I am testing at the moment.

In response to Google taking my \$\$\$ - I am equally happy to take theirs as well... LOL - and right now the spread is absolutely in my favor.

I try to keep my content quality high, and my keyword density high. I have at least one outbound link on the page other than the AdSense ads, to keep everything in compliance with the TOS.

I do not use images on the page at all. I am achieving CTR on the AdSense side consistently above [percentage removed to satisfy Google TOS] percent each day. There are no incentives placed on the page. Pure blending and placement only. It is just a plain - 1 page site with no bells and whistles...

Michael

### Post Summary:

Keeps content quality high. Keyword Density high, and places at least 1 outbound link on the page to conform to Google's TOS.

Does not use any images on the page. Does not include any incentive to click on AdSense ad.

The page is plain white and contains no bells and whistles. Just good, solid content, along with well placed AdSense ads.



## Post #13 (November 6)

Forum Username: mikeronet

### Brad's Comments:

A question was asked if Michael thought the content network was important to his success...

Hi Tony -

I see the content network as being integral to the success of this particular campaign. I cannot fully explain why it has worked out so well - but, I am not looking the gift horse in the mouth either.

The ad is generally like any other ad you might create - nothing out of the ordinary. I got my ideas for the creatives after purchasing Perry Marshall's course on "[Definitive Adwords](#)". An excellent course.

Thanks,  
Michael

### Post Summary:

Confirms that the content network is an important part of his success.

States that his Adwords ads are optimized using ideas learned from Perry Marshall's [Definitive Guide To Google Adwords](#).

## Post #14 (November 9)

Forum Username: mikeronet

### Brad's Comments:

A question was asked if Michael was still having success, since his last post, 3 days ago...

Hi -

Yes - my campaign is still doing very well, thanks very much for asking! **I am averaging approx. \$150 - \$200 each day** on the initial campaign I started back on 10/16. I have 3 others that are strung off the main campaign each earning anywhere from \$3 - \$10 per day as well.

I see no end in sight in terms of the traffic levels I am getting, so all looks well at this point. I will be coming up on the 30 day mark in 1 week. My plans are to self incorporate next week to get some of the tax advantages, as I am already **getting ready to clear \$3000.00** in AdSense earnings probably on Saturday or Sunday since I started this on 10/16.

**I am also beginning to use other aspects of KE to run some trial affiliate campaigns** selling some Clickbank stuff. I don't think a lot of people truly understand the awesome power of these tools in KE for tracking competition campaigns and such.

I am just now working it all out, and the more I see and learn, the more I am truly in awe. This is some dangerous stuff in the right hands! At any rate, I am using KE, plus some of the tactics from [Affiliate Project X](#), combined with the [Perry Marshall](#) tactics for Adwords creative copy, and keyword use, and so far the results are:

**3 clicks - total cost, 0.37 cents. 1 sale - profit - \$23.00**

LOL - it's hilarious - but - that's a heck of a profit on 37 cents. I will take it any day... and the campaign itself is not even 24 hours old yet.

I saw what you said about the Google Bot nuking ad sites. Gonna go back and read the article you embedded in the post shortly.

I think I will be ok in regards to this issue, I have been doing some extensive research on this, and for the most part, I believe that Google is targeting arbitrage sites that are mainly set up with little or no content, no outbound links, and essentially a page full of AdSense ads. I have gone to some lengths to ensure my pages are meeting the TOS and as far as I can see, they do.

**Google is aware of my pages, and so far, they have been actually very helpful when I have had questions or concerns.**

Hopefully - they will leave me be and let me grow old and rich.

See ya -  
Michael

### **Post Summary:**

He is now averaging \$150-\$200 per day in AdSense earnings.

He is getting ready to clear \$3,000 in AdSense earnings thus far.

Beginning to use [Keyword Elite](#), in Conjunction with [Affiliate Project X](#), and [Perry Marshall's Adwords Guide](#) to earn more money using different strategies, and has earned \$23 thus far using those methods.

He is keeping regular tabs on Google's TOS to make sure he's following them to the T.

## Post #15 (November 11)

Forum Username: mikeronet

### Brad's Comments:

A forum member posted a [nice video](#) explaining the entire Adwords abuse problems that Google is facing and combating.

Sven -

That video you posted is an excellent source of information on the problem that needs to be tackled. It further solidifies in my mind that my approach to this is totally, 100 percent legitimate, falls completely within the Google TOS and Guidelines.

AND - most importantly - that I am providing relevant, useful information to my customers, and that the ads I am running to get them to these pages are also completely legitimate and not misleading, nor are they of the bait and switch variety.

In order to prove my point about the legitimacy of what I am doing - and - to answer several people who have written me asking me for examples of my template that I am using - I am going to show all of you a clear example of my approach.

Before I give the URL to the site I am going to show you - Keep these things in mind:

**1. My content is original - it is not scraped, and it is not from a content generator.**

2. My AdSense ad usage is very minimal- and totally blends into the content.

**3. As you will see - I am using NO incentives to click my ads**

4. All of my pages, including the one I am about to show you - have at least one outbound link that is not an AdSense or sponsored link ad.

So, here is the website I want to show you. This is one of my actual niche sites. Before you freak - LOL - it is one that is **not** giving me a

whole lot of traffic right now, and - it is not a niche that is unknown. I just wanted to try it out and see how it did.

In fact it is a very well known niche in PLR circles, one that involves migraine headaches. So - I am not too concerned about anyone seeing this page.

The address to see the page and my template is: [[Click Here To Visit The Page](#)]

This is not the actual URL of the page as I display it - I will keep that to myself for obvious reasons - hope you understand... Since the setup is new - the ads may or may not show completely, but the main ad display is a 336 x 280 rectangle in case it is not fully displaying.

I welcome any comments or critiques on the page.

Thanks -  
Michael

### **Post Summary:**

Excellent [video](#) explaining what you should not be doing when using the Adwords system, was posted.

A sample of Michael's template was given. You can check it out [here](#).

## Post #16 (November 19)

Forum Username: mikeronet

### Brad's Comments:

Michael's most recent forum post is included below. He's been busy adding new campaigns and keywords via his "rinse and repeat" Arbitrage method, so he's been away from the forum for a little over a week. He updates us on his progress below.

Hello everyone!

Well - It's been a while since I have posted here with my updates. I have been very busy working my sites, and building new ones as well. The success of my original site has **continued to skyrocket**, and new ones are beginning to flourish as well.

It is **truly amazing** to me still that all of this works!

I have had several requests here from fellow forum users to give updates, provide assistance, and, while I wish I could reach out to all individually, I am finding that the time I have is increasingly limited due to the nature of this fantastic success! So - Here is what I would like to do:

I am looking to see what kind of interest those of you in the forum would have in regards to signing up for a newsletter I want to start.

This newsletter would be dedicated to providing information and assistance on how I am using [Keyword Elite](#) and other tools in conjunction with my adwords/adsense arbitrage business.

If we find that there is enough interest, and I believe there will be - this newsletter is ready to kick off- and we can have the first edition out and ready for you to read within a couple of days!

So - here is the deal - If you are interested, please go to the page listed below, and sign up now to get on the list to receive the newsletter. If you know of anyone outside of the forum who might be interested in this, please take a moment to let them know about this.

Here is the signup page:

[[Click Here To Visit Free Signup Page](#)]

I look forward to seeing all of you there, and - thanks for your interest and support so far!

Michael

### **Post Summary:**

Michael states that his earnings are continuing to “skyrocket” and he’s amazed how easy all of this has been. Go figure

He mentions that he’s started up a newsletter where he’ll be sending out updates on his progress, as well as how he’s using [Keyword Elite](#) to assist him.

## Conclusion

So there you have it! You've learned how one person with very little, to no experience with Google Arbitrage is making a very handsome sum of money using the exact tactics outlined in this case study.

Lastly, I want to mention that this strategy is working extremely well for Michael and others. Will it continue to work? That, I can't tell you. Google has ultimate control over the Arbitrage technique. What I can tell you is that, at the time of creating this case study, Google has 100% no problems with allowing Michael to run all of his Arbitrage campaigns, so it would appear that he's safe. The best I can do is tell you what's working well for others, but, ultimately, it's up to you to decide if this strategy is right for you.

All the best,



**Brad Callen**

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