

Affiliate Classroom

Top-Selling
AdSense
Product Reviews

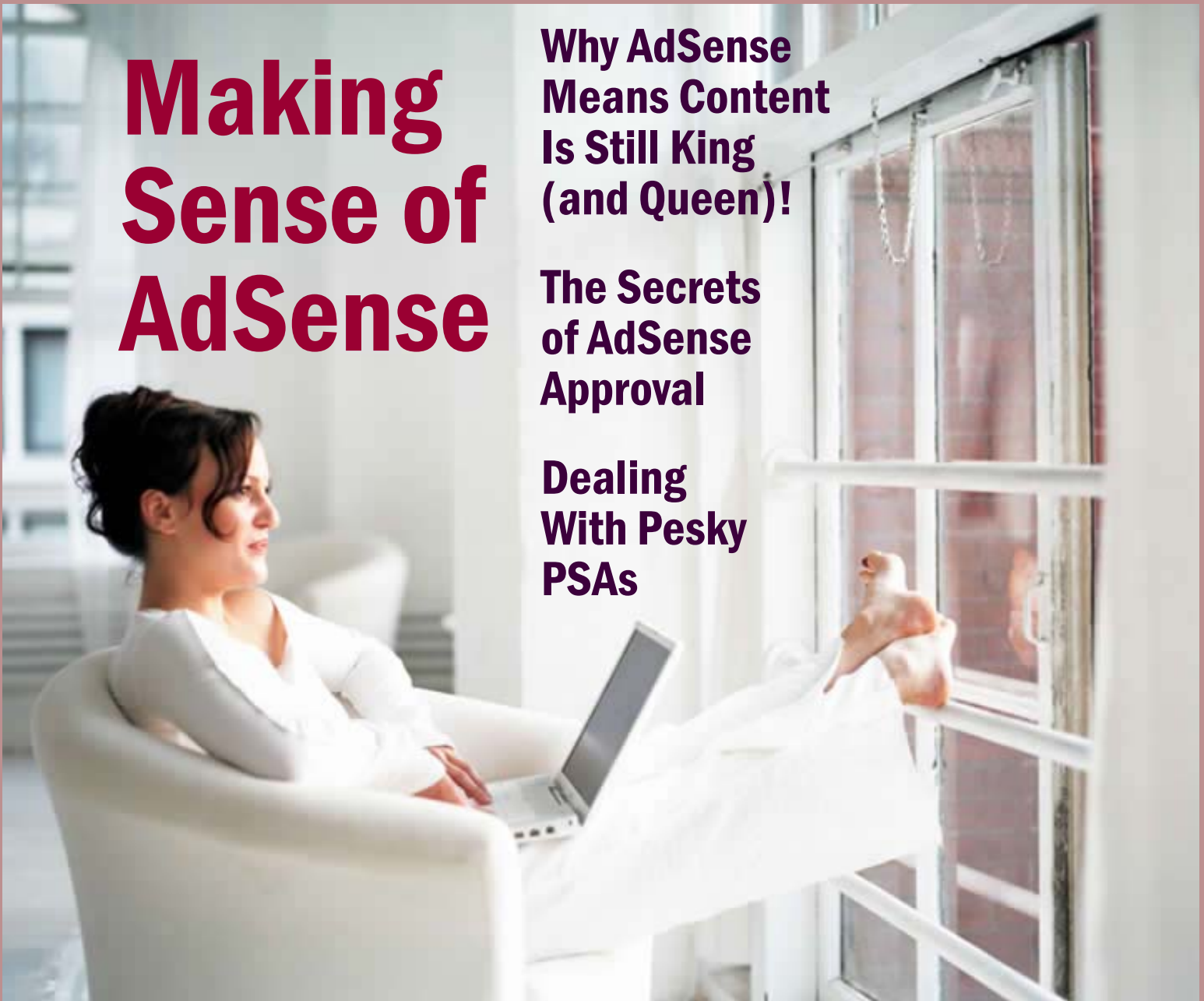
The magazine about building an affiliate business...not just small checks

Making Sense of AdSense

**Why AdSense
Means Content
Is Still King
(and Queen)!**

**The Secrets
of AdSense
Approval**

**Dealing
With Pesky
PSAs**



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March 2005
www.AffiliateClassroom.com

**Should You Optimize
For Each Search Engine?**

**IQ Test Dilemma!
When Response Rates Drop**

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EDITORS' CORNER

On the Internet...

There's No Such Thing As A Free Lunch



“Once you’re approved for AdSense, remember this: you’ll get as much out of the program as you put into it.”



“...Even with AdSense, don’t expect to be bottle-fed.”

AdSense fever has taken the webmaster world by storm. Since its premier in 2003, AdSense, like affiliate marketing a few years ago, set off a feeding frenzy of “easy money” seekers. All are eager to grab the apparent “free lunch” that AdSense seems to hold out. Today everyone, everywhere wants an “AdSense site.”

And why not? The costs of any Internet business are relatively low, with minimal startup and overhead. At first glance, it looks like AdSense makes your job even easier.

Unlike sales-based affiliate marketing, with AdSense on your site you don’t have to pre-sell... or push a particular product. You can create a site about whatever you like, and monetize it right away, at least in theory,

But the idea that AdSense is “free money” is at best a myth - and at worst, dangerous. Making money with AdSense can be a real financial shot in the arm. But it’s still work. It demands care and effort. Forget this fact, and you’ll relinquish valuable on-page real estate to a program that could yield very little return and may even de-value your site.

In this issue we’ll hear from Anik Singal, who has helped more than 100 clients get their sites [approved for the AdSense program](#). You’ll read, in plain English, the dos and don’ts of how to make sure your site is in tip top, “AdSense-ready” condition... plus the inside track on what to do about [Google’s PSAs](#), which can quickly de-value your visitor experience unless you take action.

But once you’re approved for AdSense, remember this: you’ll get as much out of the program as you put into it. You still have to work to keep targeted traffic flowing. You still need to create [fresh content](#), to feed those visitors and search engine spiders. You still need a business plan that focuses on profit. And you still need to test and track your AdSense performance.

Why? Because on the Internet, as in life, there’s no such thing as a free lunch.

Maybe an inexpensive lunch, sure. AdSense is still one of the least labor-intensive ways you can maximize the value of your content and your niche traffic. AdSense makes it possible to reap huge rewards with just a small initial investment of time and creativity, as you’ll discover when you read our [reviews of AdSense products on page 14](#). If you’re willing to spend a little, you can get a lot in return.

But even with AdSense, don’t expect to be bottle-fed. You still have to put something in to get something out. Even if it’s just one new article, review, or tip each week, it’s all about creating value - for visitors, for advertisers, for Google, and for YOU.

The Editors and Writers of AC Magazine

LETTERS

Tracking down deadbeat merchants...
 “Live” business model examples...
 And how many pages of content
 will get you AdSense approval...



Thanks for all your questions and ideas! To submit your letter, send an email to Editor@AffiliateClassroom.com. Don't forget to put "AC MAGAZINE LETTER" in the subject line of your email. Sorry, we can't send personal replies to all your questions. Current members of AffiliateClassroom.com always receive personalized answers to any marketing questions in the Members Forum.

Help! How can I track down a deadbeat merchant?

I joined an affiliate program last year, and the agreement said that "Checks are issued monthly for affiliates generating a minimum of \$100.00 in commissions for the previous month." That sounded reasonable to me.

So when I reached this threshold last July, I started watching for my payment. But I still have not received a check. I have emailed the merchant a few times, but so far I haven't gotten a response. What should I do? Aside from threatening legal action, is there any way I can get paid what this merchant owes me? Or is there any place I can report a deadbeat merchant who won't pay?

Don't give up on this. There can be many reasons why this merchant isn't responding. They could be 1) Not getting your emails; 2) Having trouble with their affiliate management system; 3) Avoiding you.

First go to www.register.com, type in the merchant URL, then check the "whois" information to see what comes up. You should be able to get a physical address, contact e-mail, and telephone number.

After you have emailed three or four times with no response, make a public post at a widely visited forum to see if others have had the same problems. But DO NOT start bashing the merchant! Be very diplomatic and straightforward.



“Don't give up on this. There can be many reasons why this merchant isn't responding. They could be

- 1) Not getting your emails;**
- 2) Having trouble with their affiliate management system;**
- 3) Avoiding you.”**

LETTERS... CONTINUED

Remember, this COULD and many times IS an honest mistake. But you need to take all measures to correct it.

A good place to post an inquiry is at www.ablake.net/forum since the affiliate community hangs out there.

*As for a place to post a merchant complaint, so far there doesn't seem to be a central information exchange. In a few months there will be a service for **Affiliate Classroom** students that will allow you to use our staff to help you solve your problems with merchants.*

Beyond the content site...

I read with great interest your article on "Business Models" in the January issue. It was good to see someone come out in favor of something other than the usual "content site".

My problem is that I am not passionate about, nor expert in, any particular niche. I wouldn't want to try faking it, either. Also, a good content site takes a lot of time and effort, and requires a lot of maintenance.

I would much prefer putting up several small sites that bring in a steady income, and don't require a lot of attention. The trick is in how to do this, which brings me to my question.

Where can I find successful sites that are pure selling on the affiliate scheme? I don't care what's being sold; my interest is in the system and methodology being used. I'd like to see several different types of sites that I can study and adapt for my own purposes.

Note that I'm looking for live sites, not hypothetical situations. Anyone can come up with "make believe on paper". Further, I want to stay away from "link farms", where software spits out nothing but pages

Why are so many online marketers joining Affiliate Classroom? Because...

Confusion Sucks!



Wake up!

You can't make money from affiliate programs if you don't know what to do first!

So join us. We turn down the static. Cut through the noise. Take you by the hand. And teach you a **PROVEN** affiliate business formula. Endorsed by today's top marketers. **Click here now!**



AffiliateClassroom.com

Learn The Secrets Of The Pros

LETTERS... CONTINUED

“...take a look at the site of one of this month’s featured merchants, CureYourArthritis.com .



The design isn’t slick, but the copy is compelling, the testimonials are wonderful, and it has sold hundreds of thousands of copies of a single book. You couldn’t ask for a better model than that.”

of affiliate links with bogus "content". Can you point me to such places on the net? If not, can you provide some pointers on finding a few sites of this type? Thanks for any help you can provide. - *Nightowl*

It sounds like you are looking for guidance on direct response sites. These can range in size from very simple to elaborate storefronts that offer links to dozens, even hundreds of merchants or products (such as an Amazon.com or AllPosters.com site). You seem most interested in the so-called mini-site strategy, where one product is sold in much the same way that direct mail sells to consumers.

For a good overview on the mini-site method, we recommend these two guides: [How To Create Killer Mini Sites That Sell Like Crazy](#) by Alpha Del Bosque, and [Mini Site Profits](#) by Phil Wiley. While both books discuss the use of content on these sorts of web sites, they are NOT talking about huge content portals. Their mini sites range from a few pages to about 15-20 pages - a very manageable strategy for a direct sales site that includes enough “content,” usually in the form of brief articles, product specifications, or reviews, to attract search engine visitors .

For examples of direct sales mini sites that are doing very well with very little maintenance, study the following: www.SingalMarketing.com/traffic.html , www.singalmarketing.com/solo-ad.html , or <http://lsat.bettergpa.com/> .

Or take a look at the site of one of this month’s featured merchants, www.CureYourArthritis.com . The design isn’t slick, but the copy is compelling, the testimonials are wonderful, and it has sold hundreds of thousands of copies of a single book. You couldn’t ask for a better model than that! By creating your own compelling copy and a viral report or other visitor incentive, you could provide an effective “lead in” to this arthritis book... and let the merchant sell those visitors while you cash the commission checks.

This mini site/direct response strategy is and can be very profitable. But do NOT kid yourself - setting up this kind of site is plenty of work. To actually generate full time income, you must build many of these sites, then interlink them properly and drive traffic to them. In the end, almost everyone who owns a network of mini sites ends up putting together a "portal" site with the goal of "filtering" traffic to each of the more targeted sites. Michael Campbell’s [Revenge of the Mini Net](#) explains this strategy fully.

How much content, i.e. how many articles, does AdSense require? Pages, etc. I have read that you need at least 200 articles-- is this true? Also own [RSS Equalizer](#) and [TE](#) and plan to use both to get some search engine exposure.

I just want to make sure that I have more than enough articles (content) to qualify. I have over 29 pages of articles that relate to the gift business and general online business. I am curious about how long the turnaround time is from the point of applying and the email notification of either acceptance or rejection .

I have gotten many websites of my clients approved with only 10-15 pages. But they were 10-15 pages of TRUE content - as in articles - not [TE](#) pages or [RSS](#) fed pages. In some cases these were original articles, in others they were article reprints on targeted topics (like yours!).

In my experience in helping people who've been REJECTED the first time out, I learned something. It's not just the content, it's how focused it is, how clean and neat your site is, whether all your links work and your navigation is good, whether you meet all the other AdSense requirements, and so on.

On [page 8 of this magazine](#) you'll find a complete [AdSense approval FAQ](#) that explains all of Google's basic requirements in plain English. Go through that FAQ, make sure your site complies with the basics, then download the free report mentioned in the article.

As for how fast Google will get back to you with a "yea" or "nay," give them up to a week. And please, don't worry if your site doesn't measure up to their sample sites. They use the cream of the crop in their examples. If we needed sites like those, then 95% of webmasters would not get approved! - Anik Singal

You'll be approved for AdSense... Guaranteed!



We've gotten 103 clients approved for AdSense.

All with our common sense, Google-friendly techniques.

We'll even tell you exactly HOW we do it - FREE!

Click here now...and find out how!

www.AdSenseApproval.com

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COVER STORY

Making Sense of AdSense

Answering Your Questions About Getting Approved For Today's Most Lucrative Affiliate Opportunity

By Anik Singal



“I’ve helped more than 100 clients get AdSense approval. And we’ve never had a rejection. So it’s no wonder I’m often asked if there’s some “trick” or secret method...”

The short answer is NO, there’s no “trick.”

But YES, there IS a METHOD. “



Over the last couple of years, I’ve helped more than 100 clients get approved for AdSense. And we’ve never had a rejection.

Some of these clients came to me for marketing consulting or sales copy. Others wanted help with search engine placement. And some were total beginners who wanted a jump start for their affiliate business by getting a solid site up and running, with the right affiliate merchants and good, appealing content.

But eventually, ALL of them wanted to get approved for AdSense. And why not? It’s the best affiliate program available today - at least in terms of risk/reward. Simply add a little code to your web pages, and boom! Instant earnings.

So it’s no wonder I’m often asked if there’s some “trick” or secret method for getting Google to approve a site.

No tricks... just solid methods.

The short answer is NO, there’s no “trick.”

Human beings at Google decide whether or not a site is suitable for AdSense. Face it, maybe you can “trick” some of the people some of the time... but no way can you trick 100% of the people 100% of the time! So I wouldn’t have a 100% success rate if I was telling people to submit tricked up, “made for AdSense” sites.

But YES, there is a METHOD for getting your site approved by AdSense. And the first step is to really UNDERSTAND what AdSense is, how the business model works, what makes a good AdSense site... and how to abide by Google’s AdSense rules.

So in this article, I’m going to share all the most common questions my clients have asked me about AdSense. And I’m going to answer them in plain, straight talk. It’s my version of an “AdSense FAQ.”

But please note: This isn’t meant to be an exhaustive guide to every tiny detail of the AdSense program. If I tried to do that, the information would be out of date as soon as it was printed!

COVER STORY... CONTINUED

Google is constantly tweaking, changing, and improving AdSense. Its terms and conditions for participation change frequently.

For example, when the AdSense program was first launched, you weren't allowed to tell anyone how much money you made from AdSense. Now you can. But you're STILL not allowed to reveal your AdSense statistics, such as CTR (click through rate).

So even though this "No BS" FAQ is a great introduction to AdSense in plain language, ALWAYS double-check the AdSense TOS (Terms Of Service) at <https://www.google.com/adsense/>.

Anik Singal's AdSense FAQ

How much does AdSense pay?

This is a mystery question because no one out there - other than Google - can answer it. There have been many speculations as to what percentage is paid, but I will not entertain any of those numbers because there is absolutely no proof behind them!

Here's what I CAN explain. Google pays you a certain portion of the amount the advertiser pays them. It stands to reason that if you know you've got a website in a niche where advertisers pay more, you'll get paid more (hint hint).

Also, some people have speculated that your website, your account, the type of ads, the success of those ads, and many other factors play into how much you get paid. Once again though, these are all speculations.

One thing I have personally noticed is that payouts seem to be shaky. Some days my average click payout is low, some days it's high. I have never been able to discover a pattern, and I doubt if anyone can.

The "Secrets" of AdSense Approval



"It's not mysterious, it's not rocket science ... but it IS vitally important that before you apply to AdSense, you go over your site with a fine tooth comb!"

Why? Google only wants QUALITY sites in the AdSense program. Notice I didn't say "huge" or "complicated," I said QUALITY.

In my experience with coaching more than 100 clients, I've compiled a list of "must-haves" for any site that applies to AdSense. They're available in my FREE special report, 'The Secrets Of An AdSense Consultant With A PERFECT Record.'" - Anik Singal

**To get your copy, click here:
www.AdsenseApproval.com**



COVER STORY... CONTINUED

AdSense Formats & Features

Channels - Tracks which pages and/or domains generate the most clickthroughs. Assign separate channels to each domain, track different ad formats, and much more.

Colors - As of this writing you can create up to 100 custom color layouts for your ads. You can also choose up to four rotating palettes - a great way to avoid making your visitors "ad blind."

Formats - Choose from a wide variety of sizes, from buttons to banners. Go to <http://google.com/adsense/adformats> to view current offerings. You can choose text ads only, or a combination of text and images.

Image Ads - Currently offered in a variety of sizes, including the popular Leaderboard (728X90), Banner (468X60), Medium Rectangle (300X250), and Skyscraper (120X600).

Alternate Ads - AdSense displays PSAs (Public Service Ads) if it doesn't have appropriate ads based on your content. But they will allow you to set up alternate ads, either for your own products or merchants of your choosing, to appear instead of PSAs.

Reports - Downloadable reports are available in CSV format.

For more information see Google's updated FAQ at:
<https://www.google.com/support/adsense>

Do I have to apply for AdSense for each website?

No. Once you are approved, you just use that same account for all of your websites.

But I have multiple sites! How will I know which ones are bringing in the most AdSense revenue?

Don't worry, AdSense has a very neat feature that allows you to set-up a separate "channel" for each site - or even for ads on different parts of your site. This allows you to track how much each website is producing.

Can I have more than one account with AdSense?

AdSense frowns on this. They make it very clear that they do not want you to have more than one account unless you can REALLY adamantly explain why. In all honesty, it's much simpler to have just one account.

Unless you have compelling tax or record keeping reasons, you don't really need two accounts. Google provides good tracking features with their channels, which allow you to track by URL or even by individual ad unit.

What is AdSense for Content?

AdSense for content is when you paste in some special code on a web page, and then ads show up in place of that code. It's almost as if you put a banner or text link ads there.

What is AdSense for Search?

This program is fairly new but getting a lot of attention fast. You put a little box on your website that allows people to type words into it and search Google. When the search results show up, they have ads around them. If someone clicks one of those ads, you get paid!

COVER STORY... CONTINUED

What is the “Ad Links” Program?

AdSense just launched a new type of ad format. Ad Links are still text based, but Google populates the space with contextually relevant titles instead of actual ads.

If someone clicks any of the titles, they go to a page with related ads, and if they click on those ads, you make money! For a sample, check out the Ad Formats page: <https://www.google.com/adsense/adformats>

How many ads can I have on the same page?

Google allows you to choose from many different ad formats - some display as little as one ad and some have 4. But the maximum number of times that you can place the AdSense **code** on a page is 3 times. That's 3 instances of the code on the same page.

Can I change the AdSense coding in any way?

Absolutely not. Google is very clear that you must directly copy and paste their code with NO alteration. So my apologies to all you smart techie people, you cannot “embellish” the coding or make it behave differently.

Can I promote the ads on my page?

Absolutely not (again). You cannot do anything to draw attention to the ads other than change their colors and placement. You cannot include text such as “Please visit our sponsors” or “Click here.” You cannot tell people the ads support your site. If you have an optin list, you cannot ask for clicks in your emails.

Google is very strict with this policy, so make sure not to try any tricky wording. Let the ads do the work!

How can I increase the number of people that click my ads?

The best thing is to set up channels and test EVERYTHING. And give each test time to develop. It could take a couple of months to see



“The best thing is to set up channels and test EVERYTHING. And give each test time to develop. It could take a couple of months to see what is working best for you. Make sure you test each of these separately:

- Putting ads on different parts of your pages.
- Put ads on more than one place on your page.
- Change the colors of your ads to see which ones attract more clicks.
- Change ad formats to see which ones maximize your revenues.”

COVER STORY... CONTINUED

“Advertisers are paying good money for those clicks. If those advertisers start losing money, they’ll stop paying Google. Then the entire program will collapse.



The performance of AdSense on your site needs to create value for everyone: the advertisers, your visitors, and Google... not just you!”

what is working best for you. Make sure you test each of these separately:

- ◆ Putting ads on different parts of your pages.
- ◆ Put ads on more than one place on your page.
- ◆ Change the colors of your ads to see which ones attract more clicks.
- ◆ Change ad formats to see which ones maximize your revenues.

What do I do to get my site approved by AdSense?

Please download my free report that explains how I get my clients’ sites approved 100% of the time. Get it here: www.AdSenseApproval.com .

Is Google very strict with their AdSense program?

Yes, they are. The reason is their business model. Advertisers are paying good money for those clicks. If those advertisers start losing money, they’ll stop paying Google. Then the entire program will collapse.

The performance of AdSense on your site needs to create value for everyone: the advertisers, your visitors, and Google - not just you!

Google monitors all clicks and accounts closely. They also take all complaints very seriously, especially advertiser complaints.

How does Google decide what ads to display on my site?

This is where Google’s genius comes into play. All you have to do is paste in the code. Then Google sends a spider to your site. The spider determines what your site is about based on your content. From that, the most targeted ads are automatically displayed.

In other words, Google is helping you increase your click-throughs by placing highly targeted ads there.

COVER STORY... CONTINUED

But if my competitors advertise on Google, I'm just sending my visitors to my competitors, right?

This is a major, legitimate concern that many publishers have. The answer is that yes, you might be sending traffic to your competitors. If you're an affiliate, you're sending traffic to websites where you do not make an affiliate commission.

BUT you DO get paid for that click. So in a way, that click payment is your affiliate commission! The best way to find out whether you should do this or not is to test it. One month run your website without AdSense and see how well you do. The next month, run your website with AdSense. Where you make most money – that's the strategy for you! Simple, eh? ;)

You can also block competitor ads from showing using the advanced ad blocking features provided by AdSense. Just remember that you don't want to block so many ads that there's nothing left to display on your site!

What should I do if Google rejects my website?

Fix it up, make it nicer, get some more traffic, add better content - and make sure you are not violating any of their terms of service. Then RE-apply! If you want some help in analyzing your website, visit www.AdSenseApproval.com and we'll help you the best we can.

Can I get someone to go over my site for me and give me some suggestions to make sure I get approved?

Yes. If you need more hands-on help and a complete analysis of your website, please visit www.AdSenseApproval.com. You can download a free report on the basics of foolproof approvals, and you can also hire us to help you get approved.

Just remember that we have absolutely NO affiliation with Google. We are not connected with them in any way, so we don't have an "inside track." We also can't be held liable in any way for your relationship with Google, your earnings from AdSense, or any other aspects of your AdSense account, since we're not affiliated with Google.

But we ARE damned conscientious and careful about reviewing client sites BEFORE they apply. We have helped over 100 clients obtain their approval, so we can probably help you, too.

And that's really the key to AdSense approval - be conscientious, be careful, scrub your site up and down and make sure it contains the right stuff. That's what we do for our clients, and that's what works.

“[It's] a major, legitimate concern that many publishers have. The answer is yes, you might be sending traffic to your competitors. If you're an affiliate, you're sending traffic to websites where you do not make an affiliate commission.

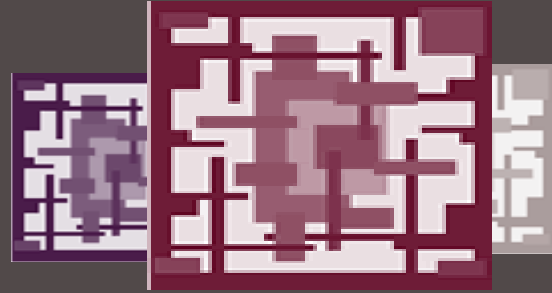


BUT you DO get paid for that click. So in a way, that click payment is your affiliate commission!”

NEWS & REVIEWS

AdSense Products
Reviewed

*What Google Never Told You About
Making Money With AdSense
AdSense Tracker*



More reviews on page 16



What Google Never Told You About Making Money With AdSense

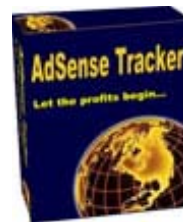
Author: Joel Comm
Rating: ★★★★★ **TOP PICK!**
Level: Beginner

If you want to learn from someone who walks his talk, this book (sometimes called [AdSense Secrets](#)) is for you. The author was the first AdSense publisher to get Google's permission to reveal his AdSense earnings - more than \$15,000 a month (since then Google lifted the ban on revealing revenues). That means that even though Google hasn't officially endorsed this book, they know Joel Comm and his methods - a definite plus for the new AdSense publisher who's smart enough to [grab this gem](#).

Comm has been a successful online publisher for more than ten years with mainstream, high traffic, family-friendly web sites, and is mayor of [WorldVillage.com](#). He understands how to get traffic, make sites sticky, and draw repeat visits. He also knows how to develop content without necessarily hiring a team of writers. He created [ClassicGames.com](#), which was bought by Yahoo! and is now Yahoo Games.

While this book isn't long, it's lean. Even an AdSense beginner can benefit from Joel's tips - and you won't need to devote several days to a 500-page book. Many of Joel's ideas can be implemented in an hour or so, and more importantly, the tactics won't get you into trouble with Google.

As with so much of advertising, it's often the little things that make a huge difference in conversion rates and click throughs. So even if you haven't been approved for AdSense yet, [get this book](#) for the valuable screenshots of smart ad layouts and placements. It will help you polish up and tweak your navigation and page design to make your site AdSense-ready.



AdSense Tracker

Author: Jonathan Leger
Rating: ★★★★★
Level: Advanced

An important tool for serious AdSense publishers who need more than the standard URL and channel features bundled into their AdSense account. [AdSense Tracker](#) offers a full complement of page by page statistics, including...

- ◆ Track clicks, page views, CTR by referrer, search engine, and keywords.
- ◆ Real-Time tracking of channels and custom channels.
- ◆ Track clicks, page views and CTR by domain, page, directory, ad format, advertiser URL, hour, and IP address.
- ◆ List all clicks by IP, ad URL, originating page, referrer, and date/time.
- ◆ Track WebSearches by domain, page, referrer, search engine, keywords, channel, hour, and IP address.
- ◆ List all WebSearches by IP, search terms, originating page, referrer, and date/time.

Why do publishers need these [AdSense-specific statistics](#)? To maximize CTR and revenue, certainly. But [AdSense Tracker](#) can also help protect you from click spamming and other sneaky tactics used by the unscrupulous to generate fraudulent clicks or bot-like behavior - all suspicious patterns that can get your AdSense account disabled. In addition, the keyword and search data can offer valuable clues on the most lucrative content for YOUR site visitors.

Combine this gold mine of information with a clean, easy-to-read interface, simple set up, and a 30-day money back guarantee, and [AdSense Tracker](#) gets our highest recommendation for advanced users.

More reviews on page 16

**Does applying for AdSense
scare you silly?
Then you need...**

AdSense Approval.com



**We've got what it takes to get you
approved by the "Big G!" Even if
you've been rejected before...
Guaranteed!**

**Our 100% acceptance track record means your site WILL get
approved for the AdSense program - or you pay us nothing! We'll
even tell you ALL our secrets - FREE!**

Click here now to get your copy of my **FREE special report that explains everything you need to
know to get approved for AdSense the first time around. Don't wait! Get approved for the best-
paying affiliate opportunity today!**

Don't wait to start profiting from AdSense! Download now!

Anik Singal

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NEWS & REVIEWS... CONTINUED

**The Weekly High Paying
Keywords List**

Author: Nana Gilbert-Baffoe

Rating: ★★★★★

Level: Intermediate

If you want to speed up the process of locating profitable niches that can be monetized with AdSense, this one gets our thumbs up. The **weekly lists** of 100+ keywords are not just clean, they're the cream of the crop.

Each installment is scrubbed by hand, so the list isn't padded with questionable and useless keywords such as gambling, pharmacy, or adult-related terms. All keywords have a minimum bid of \$1 on Google - not Overture - an absolute must for AdSense sites. And it arrives in a neat Excel spreadsheet for easy formatting and plugging into your favorite editor or builder.

At a mere \$57 a month, this service would already be a steal. But a couple of value-added touches are what make this service a standout - and earn our five-star rating.

First, the free sample keyword list. **Visit [Nana's site](#)**, request the list, and in moments you'll get a full week's worth of niched keywords, plus bid prices, and a bonus report that not only explains how to use those keywords, but includes a vetted, high-commission affiliate program. Very nice - and very impressive.

The second standout feature is great customer support. Nana offers prompt, generous assistance via email or instant messenger so you can make the most of your **subscription**. Top all this off with a 365-day money back guarantee, and this is the one **high-paying keyword service** that gets our unconditional recommendation!

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Learn The Secrets Of The Pros

ARTICLES & FEATURES

Why Content Is Still King (and Queen!)

10 Reasons Why All AdSense Publishers Should Love Content



Top 10 Reasons Content Still Rules

1. Feeds Hungry Spiders
2. More Content = More Ad "Contexts"
3. It's Sticky!
4. Gets The Bookmark
5. Increases Page Views
6. Inspires Clicks
7. Increases CTR
8. Feeds Hungry Subscribers
9. Anticipates The Odd Niche Query
10. Attracts Quality Links With Minimal Effort

#1 - Content Feeds Hungry Spiders

It's been shown over and over that content - especially fresh content - attracts search engine spiders. The AdSense crawler is no exception. If you want to [get rid of PSAs](#) and display fresh ads from new, hungry publishers, feed the spiders with text that includes good keywords and useful collateral information.

#2 - More Content = More Ad "Contexts"

Every AdSense publisher should write the formula above on their wall in 3 foot high letters. Since AdSense is CONTEXTUAL advertising, it needs a context - to crawl and analyze so it can churn out relevant ads. If you don't have enough CONTEXT, you won't get relevant ads... or worse, you'll be stuck in PSA-land forever. (As [this month's SEO article](#) explains.)

#3 - Content Is Sticky!

If you want people to click on your ads, they need to stay on your pages long enough to notice them. Over and over again we hear of publishers running the so-called "lowest performing" ad formats... yet their income goes through the roof! Why?

Because their content is so good, people actually stay on their site to read the entire article... scan the rest of the page... and READ the ads. Can you say "click click click?"

Content has proven to be the stickiest of stuff in the online world. And the higher the quality, the more likely it is to keep those eyeballs on your page long enough to get the click. Which leads us to...

#4 - Content Gets The Bookmark

Anyone who thinks that getting added to that Favorites folder isn't worth much anymore... well, they obviously haven't got a

CONTENT IS KING... CONTINUED

niche content site! The tighter your niche, and the more your content speaks to them and only them, the more likely you'll get REPEAT visitors.

Of course, after a while repeat visitors end up with "ad blindness." That's why smart publishers with a loyal following will vary their ad formats and colors when clickthroughs start to lag. Combine a little fresh content with a slightly different shade of blue or gray, and you can "wake up" those clicks overnight!

#5 - Content Increases Page Views

If you're smart about leveraging your content for maximum page views, you are one wise publisher indeed! Yes, it means a little more updating of your pages. But if you are willing to put in the extra time to put a little of your freshest content, along with your ads, above the fold, get ready for a big boost in your income.

In fact, the wisest publishers do what all the big content providers have been doing for years. They break up long articles into chunks of around 350 words or so, divide this content over several pages, and put a "more" or "continued" link at the bottom of each section. This not only maximizes the number of ad impressions, it's much easier on your readers!

#6 - Content Inspires Clicks

If you think about it, the right kind of content makes an ad clickthrough the next logical next step for your visitor. A brief article about the difference between optical zoom and digital zoom might be the perfect appetizer to a feast of clicks on digital camera ads.

How do you make sure you're sensitized to creating this kind of content? Try to think like an advertiser. The goal of contextual ads is to create value for the advertisers, who after all are the ones who keep the whole thing going. Which leads us to...

#7 - Content Increases CTR

Marginal content tends to mean marginal CTR... while quality content tends to boost CTR. But in this context, "quality" doesn't mean brilliant prose. It provides quality data so the ad bot knows what type of ad would be most appropriate for your page.

"The wisest publishers do what all the big content providers have been doing for years.

They break up long articles into chunks of around 350 words or so, divide this content over several pages, and put a "more" or "continued" link at the bottom of each section.



This not only maximizes the number of ad impressions, it's much easier on your readers!"

CONTENT IS KING... CONTINUED



“The best link partner in the world is the one you don’t have to beg, bribe, or buy.

That’s why content still rules, even in these days of tricked up SEO and scraper sites.”

So if you’re an AdSense publisher who wants to maximize your revenues, look at all your content the way the AdSense spiders do. Make sure you include sufficient keyword data in your content so Google can serve up ads that actually MAKE SENSE on page. Then watch those CTRs get higher and higher!

#8 - Content Feeds Those Hungry Subscribers

Even if you don’t market directly to your optin list, consider all the ways content can draw your visitors back to your web site. After all, you don’t have to send the content DIRECTLY to your subscribers in an email. Instead, send them LINKS to your web pages. You’ll not only get more ad impressions, you’ll probably get more clicks. Why?

Because you’ve got a relationship with your subscribers. Even in this era of the jealously guarded email address, they signed up for your mailing list and have stayed on it. This means they’re willing to consider reading any web page you send them to. If that page happens to include highly relevant ads that blend in perfectly with your content and design, they’re the perfect audience for those AdSense ads!

#9 - Content Anticipates the “Odd” Niche Query

Here’s a closely held secret that nearly every content webmaster holds dear: the more content you’ve got, the more likely you are to get that frustrated visitor who’s been searching, high and low, and has finally gotten to your site by typing in a long, implausible query.

Because YOU - out of the millions of sites out there - probably came up #1 for that highly specialized combination of search terms, that visitor is likely to stay at your site, dig around, sign up for your newsletter, and otherwise explore a little more deeply than the average visitor. What better audience for relevant, targeted ads than this ultra-targeted visitor?

#10 - Content Attracts Quality Links With Minimal Effort

The best link partner in the world is the one you don’t have to beg, bribe, or buy. That’s why content still rules, even in these days of tricked up SEO and scraper sites.

With first-class content, and plenty of it, it’s not only easier to get webmasters to link to you. You can generally link to just about any related site you wish - and the sites you link to will be glad and grateful.

All that adds up to higher quality, targeted visitors. And THAT adds up to higher CTRs... and higher ad profits!

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ARTICLES & FEATURES

Oh, Those Pesky PSAs!

They might be in a good cause, but they can also ruin your visitors' experience. Here's how to manage PSAs without violating Google's TOS

By Anik Singal



“[PSAs] are usually unrelated to your site, so they can confuse your visitors, they rarely add value to your content, and they can even make people think they're at the wrong site altogether! “

It's a question I get at least 10 times a week. It's one of the most frustrating AdSense problems my clients face. And it can really make your web site look amateurish, weird, or oddly off-topic, especially for first time visitors.

The problem?

How do you get rid of those pesky Public Service Ads?

To answer this question, let's deal with a few others first!

What are Google's public service ads?

These are ads that Google displays by default on all AdSense sites until the AdSense crawler does its job. A crawler is a small program that reads web pages.

Until the AdSense crawler visits your web page, and can figure out what it's about, Google inserts Public Service Ads instead. These ads are usually for non-profits or charitable organizations... and you do NOT get paid for clicks on these ads.

So why are PSAs annoying and pesky?

First, because they don't make you any money! Second, they are usually unrelated to your site, so they can confuse your visitors. Third, they rarely add value to your site. Fourth, they can even make people think they're at the wrong site altogether! Finally, they tend to look rather unprofessional, since the look and feel not only doesn't blend in with most layouts, they look like banners thrown up indiscriminately.

Do PSAs ever go away?

Most of the time these ads go away as soon as the Google AdSense spider has crawled your web site and analyzed your content. Typically this should happen within 12-24 hours after someone visits that page.

PESKY PSAs... CONTINUED

Sounds like a strange methodology, right? But there's a reason it's like this.

You see, Google has no way of knowing that you put your AdSense code up unless the script in the ad gets activated. It has to be "called up" by someone hitting your page. And that can only happen if your page is loaded in real time. When that finally DOES happen, Google knows to send the crawler and determine what kind of ads to put up.

I've also noticed that if I put up a bunch of content pages all at one time, just *one* of those pages can trigger the spider to feed context sensitive ads to *all* of my pages. Ideally, each new page does not have to be visited individually for the PSAs to go away!

But notice I said "ideally." In practice, this does not always happen. As a matter of fact, I have had clients contact me and say that their site has been up for a week, they themselves have visited the page ten times, yet Public Service Ads just seem to be STUCK there! Even after fresh new content is added.

What to do?

After much trial and error, I've found a method that gets those ads to go away about 90% of the time. I recommend this only when nothing else is working. Go back to your AdSense account. Now get some new ad code. Make sure you make a small change - a tiny change to one color, for example. Paste the new code in place of the old one.

For some reason, this seems to "unglue" the PSAs from your pages! Could it be that Google just gets "stuck" and the fresh code is like "unjamming" the printer?

Can you make money off of Public Service Ads?

I bet you're thinking, "Huh? Didn't he just say we can't make money from PSAs?" You're right. You can't actually make money from those very ads. But you CAN make money with something you can put in PLACE of PSAs.

Because so many webmasters complained that PSAs were ugly and diminished the content value of their pages (even if just for a few hours), Google implemented a new system. You can upload an "alternate ad or banner" to your web space. Then you can paste AdSense code into your pages that will display that alternate ad instead of the PSAs. The alternate will show until Google can send targeted ads - or if Google runs out of ads on your topic.

That's how you can make money from "PSA space." Put up an affiliate banner, and don't waste valuable real estate on your site!

Got more questions about Public Service Ads - and how you can show them the door? Please fill out the form at AdSenseApproval.com and I'll be in touch!



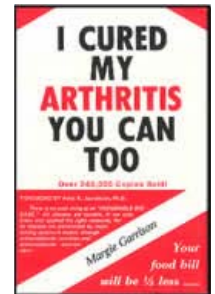
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CureYourArthritis.com

For 43 years Margie Garrison listened to her doctors say "There is no cure for arthritis!" She finally got fed up - and developed her own medically-based arthritis cure. Mrs. Garrison's book has now sold more than 300,000 copies. She's accomplished this with a simple, direct response sales site, her own heartfelt success story, and compelling testimonials from patients and doctors alike. Program pays 50% commission. An attractive product on a hot topic, with arthritis, aging, and pain-related keywords getting millions of searches worldwide.



AGiftOfPoetry.com

English poet Allen Jesson offers beautiful, custom-written poetry packages in a wide variety of price ranges. From a simple ceremonial poem you can read at a public gathering... to elaborate gift poems accompanied by handmade boxes and cards... to original poetry prints ready for framing... here's one of the few gifts that can still surprise that special someone!



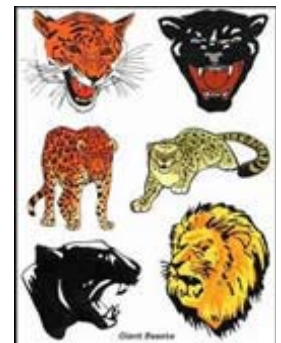
As of this writing, the affiliate program pays a fixed amount of \$20.00; as a bonus you'll receive a free deluxe package every 20 sales. Marketing possibilities seem almost endless - just apply the idea of custom poetry to virtually any gift-giving occasion! And what about making up with your sweetheart? Or winning over your special crush?



TattooFun.com

California-based Tattoo Fun is a Yahoo Cool Pick for good reason. This wild and wacky shop offers more than 2500 temporary tattoos, body paints, car tattoos, and body jewelry - you can even buy temporary tattoo paper for your inkjet printer. This is where anyone can enjoy all the fun of a stunning tattoo without the commitment.

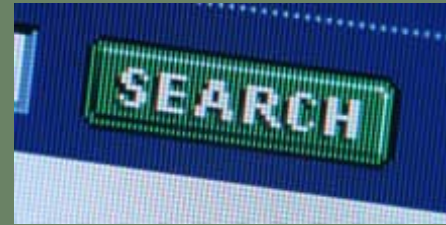
While commission size seems small (10%), you are paid on the total order (including shipping and handling). And with just a little creativity you could easily inspire some big orders, especially with a site targeting younger visitors. Program is administered by ClickXChange.com, and unlike almost any other program, you can request a withdrawal from your affiliate account at any time.



SEO TALK

Should You Optimize For Different Search Engines?

By Ed Robinson, SEO Expert,
E-Axis-Inc.com



“You’d be better off using your time to develop content. Lots of text is very powerful because it gives the bots sufficient data to properly understand what your website is all about.”



Q: I keep reading about how you have to use different SEO for different search engines. Is this true? And which engines, besides Google, should I be concerned about optimizing for? I'm especially curious about Yahoo and the new MSN Search.

To answer this question so all our readers benefit, I'd like to first review some SEO basics.

There are two different types of search engine optimization: on page optimization and off page optimization. Each of the large and popular search engines - what we in the business call the "Big 5" - require slightly different blends of on page and off page factors.

Let's take Google first. Google looks at some of the features on the page, but it considers off page optimization much more important. In essence, ranking in Google is a "popularity contest, and the number one factor that determines your ranking are the links coming into your site. Where they come, and their quality, is much more important than trying to stuff a bunch of keywords into a page.

As for Yahoo and MSN, they consider on page factors a little bit more important. But I think optimizing to please each of them, and Google on top, is a complete waste of time. The time and effort you spend on it is all out of proportion to the meager benefits you'll get!

You'd be better off using your time to develop content. Lots of text is very powerful because it gives the bots sufficient data to properly understand what your website is about. For the same reason, displaying important information in properly formatted headings will benefit your rankings in ALL the search engines.

SEO TALK... CONTINUED

Here's another simple factor that's beneficial for ALL the search engines: Keep your pages clean of clutter! Clean HTML, clean tags, no dead links. Boldface only important keywords that are relevant to your on page optimization, and you've already gone a long way towards winning all your search engine battles.

Remember this too: Search engines share some of their information with each other. But how they prioritize the results is up to each company. One tweaks an algorithm today, another tweaks something else tomorrow. NO formula will work perfectly on all of them.

Here is a simple on page formula that I continue to use successfully:

Title of Page: should be 3-6 words (your keywords).

H1 Tag should be the same keywords in a sentence that captivates the visitor (not just the search bot).

Repeat **support keywords** and **primary keywords** in the **body content**

3-5 times. (That's a natural amount when you're discussing something.)

Bold 1 or 2 of those same keywords mentioned above, or put them in a second **h2** or **h3 tag**.

A couple of ALT image tags that match your keywords are also helpful in all the search engines.

Finally, don't forget that **rich content = easy on page optimization**. Keep the information accurate and real, and you'll be surprised at how the page will format itself naturally.

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“Keep your pages clean of clutter! Clean HTML, clean tags, no dead links. Boldface only important keywords that are relevant to your on page optimization, and you've already gone a long way towards winning all your search engine battles.”



ARTICLES & FEATURES

Affiliate Marketing IQ Dilemma... What Do You Do When Response Rates Drop? *Question 2*



The Question

You have a computer help content site that successfully promotes a group of Clickbank information products. This is where you've collected your double-opt-in list of 3,700 subscribers.

You use an external autoresponder service to send a brief "computer tips" newsletter to them each week.

Whenever you sent your newsletter in the past, your traffic jumped by more than 300% within 24 hours. You also saw anywhere from 10-37 product sales immediately after each mailing, plus a jump in AdSense revenue of at least 400%.

Each newsletter issue is usually followed by at least 10 personal emails from subscribers, thanking you for helping them solve a sticky computer problem with your latest tip. You always send these people a brief, friendly email back.

For the last couple of weeks, however, your post-newsletter traffic and sales have dropped dramatically. You are not receiving bounce-backs, so it's difficult to determine whether your newsletter is being caught by new spam filters, new ISP-based spam blockers, or what.

What should you do next?

A. Contact your autoresponder company to ask them if they have been "blacklisted."

B. Send a special, "urgent" email to the entire list, asking them to white list your autoresponder domain and contact their ISP to make sure your newsletter gets through.

C. Send a brief personal email to some of the subscribers who have written to you personally, asking if they are getting the newsletter regularly.

D. Back up your subscriber list, then migrate to a new autoresponder service.

In our January issue we ran a feature called "Test Your Affiliate Marketing IQ." We presented five challenging questions developed by the consulting faculty of [The Affiliate Classroom](#), the volunteer editors of AC Magazine, one online business coach, one copywriting consultant, and a group of seasoned affiliate marketers, several of whom are super-affiliates.

The original test was meant to be fun, tricky, entertaining. It was designed to test more than just marketing knowledge. **The goal was to challenge your ability at solving marketing problems in real-world situations.**

In our February issue we shared the answer to the first question, including selected "talking points" from the creators of the test. In this issue we'll address the second question, which is reprinted on the left.

Because this question addresses one of today's toughest marketing problems, we expected plenty of debate from our panel of experts. After a lot of back and forth, our panel finally agreed on the answer - and it may surprise you! We learned plenty from their discussion.

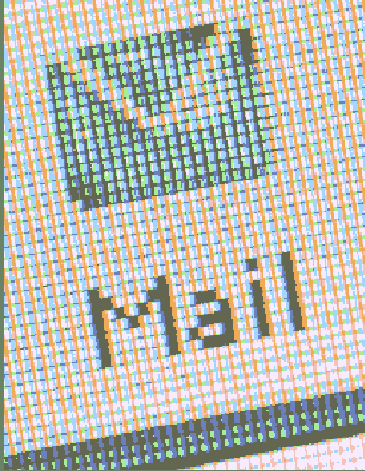
First we'll give you the answer that edged out all the others. Remember, the test asked you for the NEXT step in solving the problem - not the end result. Then we'll share excerpts from our panel's comments. We hope this approach gives you a taste of how diverse, seasoned marketers tackle one of the worst problems in our industry.

The Experts Answer

C. Send a brief personal email to some of the subscribers who have written to you personally, asking if they are getting the newsletter regularly.

"As the NEXT logical move, this is my absolute first choice. Any subscriber who has written to you personally obviously CARES about getting your ezine! They're your best starting place because

AFFILATE IQ SCORE QUESTION 2... CONTINUED



“It still took a while to get the list back in shape. But as a result we added whitelisting, filtering, and spam management instructions to our newsletter sign up page, as well as to a *series* of thank you pages with similar instructions. A year later that has helped keep our list responsive.”

they are engaged in your publication, they look for it, and if they don't get it they feel the loss. A few of them will care enough to write back, and if they've missed a few issues they'll probably be willing to tell you. With even a few responses you might be able to learn something, which then helps you do more detective work.”

“Without a massive number of bouncebacks or other undeliverables, you're completely clueless about what's CAUSING the problem. I always think your subscribers, provided you can get in touch with them, are your best source of data. The best part of this answer is you're writing to people who have probably written from their personal email account. When they wrote to you their email program probably asked them whether they wanted you in their personal address book - so that already increases the odds of you getting in touch with them. Of course whether or not they can actually tell you something helpful is another thing altogether! I'd say anybody you can dialogue with is better than just mailing and mailing in a vicious cycle that tells you nothing. So as a starting place for collecting some intelligence, this is what I'd do next.”

“I would say answer C edges out the others for one huge reason - you need to know a little bit more about what's going on BEFORE you talk to your autoresponder service and threaten to migrate your list. You just have to have more information than this. This happened to me once with a client's newsletter. I was writing it and administering it, including doing the mailing from her autoresponder service every week. What I did was draft a short personal note for her. She sent it to about 30 people who had written to say how much they liked her debt management tips. In the end, we learned a lot - in particular that brand new Earthlink spam blockers were suddenly eating issues even though our mailer had been whitelisted in the past. Sure, it still took a while to get the list back in shape. But as a result we added whitelisting, filtering, and spam management instructions to our newsletter sign up page, as well as to a *series* of thank you pages with similar instructions. A year later that has helped keep our list responsive.”

“I have tried this in the past and let me tell you, it was very enlightening! I get a lot of feedback from my subscriber list, and some of my subs have become good online friends. I would go so far as to say that if you get regular kudos from your subscribers, write to them personally every so often and ask if they're getting their issues, if they

AFFILATE IQ SCORE QUESTION 2... CONTINUED

have suggestions, etc. Each of those people could refer ten or more new subs, and believe me, they'll make sure they get your ezine!"

Bottom line conclusion: When in doubt, go to the source! Talk to your customers and fans. Your opt-in list is the best source of information for WHY it might have stopped being responsive. Let them help you figure out the problem.

Why The Other Answers Were Wrong

A. Contact your autoresponder company to ask them if they have been "blacklisted."

"Ha ha ha. Are you kidding? When I ran into a slump just like this one, here's the answer I got from my autoresponder service: 'These days all autoresponder services are constantly on and off blacklists. At any given time we may be on some blacklists, but not others.' Wasn't that helpful? And I happen to use one of the biggest, oldest, and most respected autoresponder services on the Internet. No, I'm not gonna mention their name because in spite of this story, I still use them."

"I have a lot of money tied up in my list, a lot of income streams, but back in August of 2004, all of a sudden I'm seeing a massive drop in list-generated traffic, list-generated income, list-generated contacts. You have to understand I've been building my list for years, it's double opt-in, mailing at least once a week, so I know how my list behaves. Predictable behavior for three years, now suddenly this? September came, then October, and it was getting worse. I did some analysis and compared my numbers to last year, looking at my traffic stats, plus my affiliate and AdSense revenues. I'm seeing a 40% drop in post-newsletter traffic, a 50% drop in AdSense money, and a 40% drop in affiliate sales. Bottom line was, my autoresponder service couldn't do a thing about it. Customer support always got back to me promptly, and I even got an email from the President of the company. But all they could say was "Hey, if 60% of your subscribers are getting your ezine, you should celebrate! Some list owners can't get even 35% of their issues delivered."

"You could - and should - do this just to see if something happened with your autoresponder's servers, or if there was some other technical hitch. But don't expect your autoresponder service to be helpful. They have ZERO control over ISPs, spam blockers, etc. They can't force an ISP to whitelist them. They're just a mailer."

"I MIGHT do this as a first step, just to rule out a mail server problem or some other technical screw up, especially if I was using a low-budget, bare bones autoresponder company with not much tech



"When in doubt, go to the source! Talk to your customers and fans. Your opt-in list is the best source of information for WHY it might have stopped being responsive."



AFFILATE IQ SCORE QUESTION 2... CONTINUED

support. But we are supposed to assume that in each scenario we've done everything RIGHT so far, correct? Which means this marketer would be using a reputable service with a good track record. So assuming that, what can the autoresponder service tell you that you don't already know - that your ezine's not getting delivered! So what's the point?"

Bottom line conclusion: An autoresponder service has virtually no control over the blacklists and ISP spam blockers, so don't expect them to help you.

B. Send a special, "urgent" email to the entire list, asking them to white list your autoresponder domain and contact their ISP to make sure your newsletter gets through.

"Sounds good until you realize this is totally illogical. What's the point of mailing to people who aren't getting your emails? Duh!"

"It's too late for this. The time to send requests for whitelisting and de-blocking is BEFORE your list goes dead on you."

"Bad idea. You'd have to do something like this an obnoxious number of times, hoping that some of those emails squeeze past the spam blockers. That will just alienate the people who ARE getting your ezine."

Bottom line conclusion: Don't email people who probably aren't getting your emails anyway!

D. Back up your subscriber list, then migrate to a new autoresponder service.

"It's way to soon to start a project this drastic. Right now you know that at least SOME of your subscribers are getting SOME of your issues. Move to another service, or even to your own domain, and they'll have to whitelist you all over again. Ask yourself, how likely is THAT to happen? In fact, you could make the entire situation WORSE by doing this. You may need to get them to double opt-in, change their email filters, and whitelist you all over again. Not a risk I'd take unless I was backed up against a wall and had no other choice."

Bottom line conclusion: Changing listservers involves more risk than reward.

In the April issue we'll tackle the third IQ test question, which deals with one of affiliate marketing's stickiest problems: how do you stay in touch with your customers if your merchants don't share purchaser information?

And if you haven't taken the Affiliate Marketing IQ Test, check out the January issue at www.AffiliateClassroom.com.

"Right now you know that at least SOME of your subscribers are getting SOME of your issues. Move to another service, or even to your own domain, and they'll have to whitelist you all over again.

Ask yourself, how likely is THAT to happen? In fact, you could make the entire situation WORSE."

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