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Alternatives to Google AdSense

By James L. Paris

In this edition of the newsletter, we want to discuss some of the alternatives available to Google AdSense. If you've been a member of the coaching program for any length of time, you should be familiar with Google AdSense and how it works, but that said, let's take a moment to review the mechanism of pay-per-click ads.

If you take the time to visit my proprietary website, Christian Money.com, you can see a good example of pay-per-click ads that are smartly embedded into the body of a web page. You can easily identify the ads, as well as the source—they will be characterized by the notation "Ads by Google." I have these ads placed on just about every page of every website I have created, and I make sure to do this because the ads represent one of the many different streams of income that a smart Internet businessperson will have working for him. By enrolling in the Google AdSense program, an Internet businessperson can have text, image, and/or video advertisements placed in different areas on their website pages. Each time one of these ads is clicked on by a visitor to your site, you can make anywhere from a few cents to several dollars. The person who clicks on the ad need not buy anything in order for you to get paid; you receive compensation simply for the click (which means the "clicker" is visiting the advertiser's proprietary website) at a rate essentially established by the advertiser.

Google AdSense has really been the only no-

table player on the block in the world of pay-per-click advertising, until recently. Now, there are others. For example, something we've started using here at Christian Money.com is a mechanism called Infolinks (more about that in a sec). I would encourage you to utilize as many of these different opportunities as is realistically possible. For example, we use Google AdSense, *and* we also use Infolinks. Infolinks works a little differently from AdSense in that the ads are actually made a part of the text on your website. For example, similar to the way that you can change the words in your text into a link that, when clicked on, takes the reader to a different page, the links created by the Infolinks mechanism cause the selected words to become links that, when clicked on, will take the reader to the advertiser's proprietary site. Note that with Infolinks, while the image of an ad will show itself when a reader scrolls over the hyper-linked words, no revenue is generated unless the reader actually clicks on the given link.

In my experience, Google AdSense generates about \$20 in revenue for me for every 1,000 page views. With my Infolinks account, I'm making only about \$10 for every 1,000 page views, so it's only about half of what AdSense represents to me, at present. Now, you can get on the Internet and type in "Google AdSense vs. Infolinks," and you'll have people debating the worthwhileness of each vs. the other. Whatever. I look at it like this: why not use both? I see no reason why you can't use both, and indeed, I use

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both in my own websites. I can tell you that there is currently a lot of misinformation out there with regard to this issue of using other pay-per-click opportunities in addition to Google AdSense. You can find websites and blogs that will say that if you use other pay-per-click opportunities in addition to AdSense, that you will be kicked out of the AdSense program. However, please note that nothing in the AdSense Terms of Service says that, and neither is that information reflected in the “Help” section of Google AdSense. As a matter of fact, in one area of the Google “Help” section you can find information to the effect that Google is actually fine with you using other ad networks on the same page on which you have AdSense ads working. However, where Google *does* have an issue is if you intentionally try to make the Google AdSense ads look exactly the same as other contextual or pay-per-click ads that are on your page. So, in the case of a typical Infolinks ad, it won't look anything like a Google AdSense ad; the Infolinks ad is within the actual text, while the AdSense ad is outside of the text body. That said, you will have cases with some of these other ad networks where their ad formats are very similar in appearance to that of AdSense. In cases like that, you have to be very careful about making sure you are in compliance with AdSense's requirements, assuming you wish to maintain a good relationship with Google.

In cases where the layout of the actual ads from other ad networks appears very similar to the Google AdSense layouts, my advice is that you do what you can to contrive differences in appearance (for example, making your other ad networks' ads a different color) so that Google cannot accuse you of having identical ads from other networks in compe-

tion with their own.

On the subject of revenue comparison, one way to compare how your different ad networks are doing in terms of revenue generation is to put, say, Google AdSense ads on one page, another network's ads on the next page, and so on, splitting things up that way. From there, you can evaluate how much revenue you're generating from each ad network on a “per-every-1,000 page-views” basis in what becomes a reasonable “apples to apples” comparison.

Another ad alternative I want to discuss is one on which I've somewhat vacillated in terms of my feelings about it. It's called *Exit Junction*, and you can get to this network's site by going to www.exitjunction.com. Here's how it works: When someone comes to your site by way of a search, they're usually going to leave your site by clicking the “back” button. Think about this in terms of your own searching; you go to Google (or whatever search engine you use), you type in the phrase on which you want to initiate a search, you see a list of the options returned in the results, you click on them one at a time, and when you are at one from which you want to exit, you normally just click the “back” button to make your escape from that site. Here's how Exit Junction does its thing: Once you join the network (which is free), you can put the requisite HTML code on your home page; when visitors to your site click to leave it by using the “back” button, instead of going back to the page with the search results, another page appears that actually looks very similar to the original search results page...but it's different. These search results look-alikes are really ads, and if your exiting visitor clicks on one of those, it generates revenue to you as a pay-per-click

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ad.

To be honest with you, I'm a little torn about how I feel about this particular mechanism. On the one hand, I feel a little like I'm tricking people by having these visitors who simply want to leave my site get hit with a bunch of ads that are cleverly configured to look like the same search results that were returned to them originally. However the ads-as-search results that are returned through Exit Junction are, on their own, still legitimate search results, so it is not possible to claim that they are in any way a fraudulent set of results. I guess it's all about how comfortable you are with the way in which these particular ads are presented. At this point, I don't know if it's for me, but I'm still weighing that. Nevertheless, you may decide it's absolutely for you, and so I wanted to present the Exit Junction opportunity *to* you.

The next alternative pay-per-click opportunity that I want to discuss here is called *Ad Toll*. You get to Ad Toll by going to www.adtoll.com, and once you do that, you will want to click on the "Publishers" link that's located at the top of the home page. From there, you will be directed to a lot of good information that explains in great detail just how Ad Toll works.

What makes Ad Toll a little bit unique is that they actually show you how to promote that ads are for sale on your website or blog—you may have seen, from visiting other websites, banners that say things like, "This Space is Available." They will take your website and put it inside their advertiser networks, so prospective advertisers can say, "Oh! We see that Christian Money.com (for example) is a site on which we can buy ads," and as a result, companies will actually target

Christian Money.com as a site on which to have their ads placed.

Now, on the space you've set aside for your Ad Toll ads, if there are no paid ads that are running because your site was specifically targeted by advertisers, it's not like you're going to lose out. Ad Toll has something called *Run of Network* (RON) ads, which is a neat concept. How this works is that in your unsold spaces (say you decide to put the code for Ad Toll at the bottom of your pages) will be placed ads *by* Ad Toll. These are ads that will be rotated through that space on a random basis. This is similar to how ad time is dealt with on radio stations; if you want to run an ad on the radio, you can either pick the time at which (or the shows on which) you want the ad to run, and that has a certain, premium cost.; alternatively, you can opt for having your ad air on the basis of what's called Run of Space (ROS), which means that the station will decide when your ad will run on its available unsold ad slots. When you go ROS, you receive the time for a big discount, but you lose the opportunity to choose when the spot will air. In the same way, Ad Toll offers the same sort of thing in that with RON, the advertiser doesn't get to pick which ads run in what unsold spaces.

Another opportunity I want to discuss here is called Eclickz, which can be found by going to www.eclickz.com. Once you arrive at the home page, you will click on the "Publishers" link at the top of the page (as you did with Ad Toll) for the information you need to get started. You will see they have both a search option which allows you to put a search form on your page, but overall, Eclickz is very similar to the Google AdSense pay-per-click concept. Again, you will be copying and pasting HTML code to

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get Eclickz going on your page.

Next, we're going to get into the whole issue of selling links...text links...on your website. If you visit my main site, Christian Money.com, you will find examples of text links that we have sold.

For example, if you go to CMC's home page, near the top of the page you'll find a link that appears as "Term Life Insurance." We were approached by a company that liked our search engine rankings and liked the site's general target audience, and wanted to buy a text link ad on the site—they wanted us to make it an anchor text link which would have the words "term life insurance" as the actual link, and the result of its creation is that clicking on it takes the interested party to this particular company's proprietary term life insurance website.

Now, I personally take this whole matter of selling links very seriously; I'm not going to allow someone to buy a link on my site simply because they have the money to do so. We did check the term life folks out and everything looked good, so we sold them that link on our site. We have a one-year agreement with them. Because they have an anchor text link there, that's not going to just help them with traffic that comes from our site, but will also help them in the search engine results, as well.

Now, this is a controversial area...the idea of buying and selling the links. The search engines don't like it. The reason they don't like it is because they want to think that a text link occurs naturally; that is, using the example of Christian Money.com, that I, in my capacity as the overseer of the site, feel that a given company is a good company and

because I think it is a good company, I wanted to put a link to it. In the mind of the people behind the search engines, that decision to put a text link on my site is as it should be, one made without the influence of financial compensation. Now, the truth is that such is probably the basis for most text links anyway, but then there's the matter of people who *pay* for those links. If you specifically search this topic out, you'll regularly find discussion that occur about this issue: you'll see, for example, that some will say that Google will ban you from search results if you're found to be buying links, that sort of thing. Honestly, I don't know if any of this is true; I can tell you that I've never had a problem with it. Anyway, an opportunity exists for you, from what are essentially link brokers, to register your website, and then puts up for bid a link on your site. Now, I also mention this because some of you may want to consider *buying* links. We have, of course, talked a lot about how to get free links (for example, by posting your site to other people's blogs). That said, this method does not always open you to the best ad opportunities, so some of you might be interested in buying some of these. Another one is *Link Adage*, which can be found at www.linkadage.com.

Again, we're talking about alternatives to Google AdSense here. So why are we doing that, exactly? Well, as I have always said about this Internet business model, it's about getting as many "moneymakers" as possible on your site—multiple streams of income, as it were. The idea is less about having one, single Internet-based moneymaking opportunity that's going to carry the load for you, and more that several different mechanisms, in their totality, will prove to be the key to the success of your business. Also, the idea

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is to diversify and try a lot of different things. The reality is that some of you may have better success than others with a particular ad network.

Let me take this opportunity to reiterate the fact that, at least in an anecdotal sense, Google AdSense is a good thing that works well for people. It is difficult to find any meaningful disparagement regarding the AdSense program. Accordingly, I want to emphasize the context in which I am discussing alternatives to AdSense: not as a replacement for an AdSense network that I think is bad, but rather as additional and different opportunities that might also work well for you.

Advances in Display Ad Opportunities

Why do I focus so much on text ads? Well, I tend to believe what Joel Comm, author of *The AdSense Code*, believes, which is that people will generally not click on a display ad as much as they will click on a text ad. The reason for that is simply because a text ad doesn't look as much like an *ad*; it just looks like a link, so people will tend to click on a link more often. Accordingly, as we've been speaking of alternatives to AdSense, we've been focusing on ad networks like Infolinks and others wherein the primary ad configuration is textual.

That said, Google recently made an exciting announcement; the folks there proclaimed that multiple Google-certified ad networks would be able to compete for display ad space on one's site. If, through Google AdSense, you're only using text link ads, this announcement won't really have any relevance to you, because even if you go inside your Google AdSense control panel and opt

into this new program, it's not going to change anything for you. Now, if you do have space set aside on your site to accommodate text or image ads, then this *will* affect you, and also will affect you, of course, if you have space set aside for image-only ads.

OK, so what exactly are we discussing here? What is this latest and greatest change in ad network promotion wrought by the good people at Google?

Well, as you know, so far we have been focusing on contextual-based alternatives to AdSense, but have yet to get into any discussion of image-based alternatives. As it turns out, Google has decided, in its AdSense program, to allow these third-party companies that sell the display ad space to advertisers to join the Google AdSense network. What this means is that inside of the space on your web page that you've designated for display ads, you can now choose, inside of your AdSense control panel, to allow all of these third-party networks to essentially bid to have space on your page. The theory behind this, which makes a lot of sense, is that the more ad networks you are allowing to compete for the space on your page, the more money you will then make from those ads. So far, I don't really see any down side to this. They do have a pretty neat setup wherein once you allow the third-party ad networks to run on your site, you get to go in and choose by topic whatever kind of ads you would like to block. For example, one of the types of ads that I block on behalf of my sites are those that are sexual in nature. Now, to clarify, when the options include those ads that are sexual in nature, please understand that even if you OK'd these, they wouldn't be ads for pornography or anything like that. What you might see are ads for erectile dysfunction

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remedies or a provocatively marketed dating service, things like that. So, you don't have to be worried that you will have to block anything outrageous, because Google doesn't allow anything like that, and they're applying the same standards to the third-party advertisers as they do to their own proprietary advertisers.

So, to make a long story short (and this may be a little confusing to some of you right now), again, you set up an AdSense account, you put these small ads on your website, and in the case of display ads (as well as the text ads), you get paid when someone clicks on them. We know that. With the display ads, you are usually paid *per impression*. That means that every time a page is loaded...that is, someone visits another page and it loads on to the screen...that's considered an impression. So display ads generally pay that way, per impression...but that is not *always* the case; display ads *can* pay per click. One of the many myths that plague the Google AdSense program is indeed the notion that only the text ads pay per click. You absolutely can get paid on a display ad on a per-click basis. The advertiser decides, when he buys his ads, whether or not he wants to pay per click or per impression...that is, on the basis of how many times the ad is clicked or how many times the ad is viewed. That advertiser can decide which way he wants to go, and he's allowed to decide that regardless of whether the ad is a display ad or a text ad.

So, if you feel that your site would benefit from having some display ads, this new change is absolutely beneficial to you. That said, I want to reiterate what I said before about being from the Joel Comm school of thinking on this, which is that overall, most people are better off with text ads. However,

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some of you may have, or may think about developing, sites that are heavily graphics oriented, and if that's the case, display ads may be a nice fit for you.

The cool thing about what Google has done with this is that we need not concern ourselves with the alternative display ad opportunities to AdSense in the same way we have had to discuss alternatives to the contextual opportunities, because with their announcement, Google has taken care of that for us; Google is permitting us to go inside of our control panels and authorize the third-party ads for all of these other ad networks to show up on our sites. Again, their thinking is that you'll have the opportunity to make more money by doing that, and be even happier with them.

If you want to see more information on this, I would invite you to check out the official blog of Google AdSense, entitled *Inside AdSense*, which you can reach by going to www.adsense.blogspot.com.

iTunes & Podcasts By James L. Paris

One of the keys to building your business is the ability that you have to go out and gather wisdom on this whole matter of Internet marketing. Much of this information, not surprisingly, is Internet-based, and comes in the form of digital audio and video files. There is a wide variety of formats and mechanisms available nowadays that can assist you in gathering the information you need to begin making money from your website. Let's take a look at a few of the platforms that can go a long way to helping you to build your Internet business(es).

The iTunes (www.itunes.com) application is

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a free downloadable application that can play digital audio and video on your computer, as well as serve as a resource through which you can purchase (and play, of course) digital media.

Once you've downloaded iTunes and you're at the home page, look for the "Search" icon in the upper right-hand corner. If you go there and type in, say, "affiliate marketing," you'll have returned to you the top affiliate marketing podcasts, and if you click on the "See All" button, that will take you to a page filled entirely with these podcasts. This is what I started doing about five years ago; I began a portion of my Internet marketing "self-education" by listening to the experiences and wisdom put out by others through iTunes. You can listen to these presentations right on your computer, or on your iPhone, or you can download them...these are all downloadable files...to any portable media player that you have.

Anyway, when you click on one of the podcast options that's presented, you will see a list of all of the episodes associated with that podcast program. Now, bear in mind that some podcasts are better than others as far as giving you an overview of what has been on the podcast up to that point. One tool to that end that I like is the information at the bottom of the page where it gives samples of podcasts also subscribed to by some of the listeners who listen to the one on which you're focusing at the moment. That can be a great source of suggestions for other programs on which you might want to focus.

Remember, all of this is free. Sometimes I'll mention that to someone who is shocked to hear it and who will then wonder aloud how it is possible for information like this to be

available for free. Again, it's a function of the way many providers of programming like this are able to earn money in alternative ways (selling advertising, offering other, premium products for a cost, etc.).

Here are some of my favorites: my very favorite, overall, is probably one called *Internet Business Mastery*, which is hosted by two guys named Jay and Sterling. You can find the show by simply plugging the words "Internet Business Mastery" into the iTunes search engine, and you can also find them via the alternative route of visiting www.internetbusinessmastery.com. Jay and Sterling are younger guys, and are not Christians, in the sense that their show is not a Christian-oriented podcast (I have no idea as to their personal spiritual dispositions), but there is certainly nothing objectionable about the show. When you go to their episode guide, you'll find they have about 100 episodes or thereabouts thus far, so it is a solid resource on a lot of levels. One of the things I particularly like about these guys is that they talk about the lifestyle associated with working on the Internet...that is, about having both *time freedom* (getting to choose *when* you work) and *location freedom* (getting to choose from *where* you work).

There are other shows I like as well, including *Internet Marketing This Week*, which can be found via iTunes, as well as by going directly to their proprietary website, www.internetmarketingthisweek.com. I also like *The Ten Golden Rules of Internet Marketing* podcast (www.tengoldenrules.com).

In the end, you will find that one of the keys to becoming well-versed at this is to put yourself in front of as much information as possible...and there's a lot of it out there.

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www.christianinternetincome.com

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Christian Financial Expert Releases Do-It-Yourself Mortgage Modification Kit
From Christian Newswire (www.christiannewswire.com)

James L. Paris, the Founder and CEO of Christian Internet Income.com (www.christianinternetincome.com), a website dedicated to helping Christians realize greater financial freedom from creating their own Internet-based businesses, announces the release of his own proprietary do-it-yourself mortgage modification product. The Do-It-Yourself Loan Modification System, co-authored by Paris and financial writer Bob Yetman, represents a complete “lean and mean” manual for distressed homeowners seeking to step back far enough from the brink of foreclosure to actually regain the upper hand in their home ownership. The package is available online at www.mortgagemodificationsystem.com for only \$49.

Paris is particularly excited about the availability of the product, given the fact that the foreclosure crisis shows no signs of abating. Says Paris, “sadly, this mess is here to stay with us for a while. The Mortgage Bankers Association has just announced that the number of homeowners who missed at least one payment on their mortgage hit a new record in the first quarter of the year...that more than 10 percent of homeowners had missed at least one mortgage payment in the January-march period. The problem is going to continue, and people need help...and the need it for a lot less than the thousands of dollars some companies charge to provide it.”

Jim Paris is thrilled to announce the availability of a new, turn-key business opportunity that has been built around The Do-It-Yourself Loan Modification System noted above! For only \$159, you can purchase a ready-to-go business that will aid so many desperate homeowners across America, as well as add another stream of income to your Internet business portfolio. For more information as to how you can get in on this terrific opportunity, email Jim directly at jim@christianmoney.com. Do it today!