

**“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**

**Disclaimer:** No portion of this report can be edited and/or sold as an individual product. You may only brand this report and/or give it away for free or as a bonus along side one of your own products.

To the best of my knowlege, the information contained in this report is true and accurate and was gathered from personal experiences. In no way is Brad Callen, Bryxen Software, Inc, or Michael Plante liable for any results of using the information contained in this report.

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 results show "Results 1 - 10 of about 61,600,000 for weight loss. (0.14 seconds)". A red arrow points to a "Google Adwords Ads" label, which is positioned over a list of sponsored links. The sponsored links include:

- 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.

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

