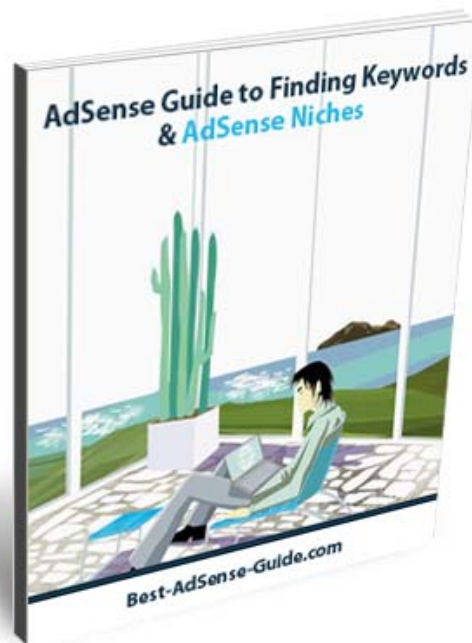


Best AdSense Guide

AdSense Guide to Finding Keywords & AdSense Niches

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AdSense Guide to Finding Keywords & AdSense Niches

Contents

| | |
|--|-----------|
| 1. What is AdSense Keyword Research? | 3 |
| 2. The Different Stages of AdSense keyword Research | 7 |
| 3. Isolating a Niche AdSense Theme | 10 |
| 4. How to Discover AdSense Niche Themes | 13 |
| 5. Deep Keyword Research | 18 |
| 6. Important Final Checks | 21 |
| 7. Closing Thoughts | 23 |
| Why Choose 1&1 as your Webhost? | 24 |
| Disclaimer | 25 |

1. What is AdSense Keyword Research?

AdSense keyword research is the practice of discovering potentially lucrative AdSense keywords. There are a number of effective ways to do this but nearly all the known methods require the use of essential keyword information.

There are various sources which can be used to pool keyword information. The ones you choose to use could determine the overall quality of your final results. So be wary.

In this tutorial we will primarily focus on how to use popular keyword to isolate possible AdSense niche topics. Unfortunately, even the best, most thorough techniques cannot protect everyone from the possibility of failure. Keyword research is not an exact science. It can only give you an approximate idea of the potential of the keywords that are been investigated.

You need to use a little common sense when practicing keyword research to isolate AdSense niche themes. Don't unquestionably believe that data. The underlying idea behind keyword research is to acquire information that will help you make more informed decisions about what AdSense keywords and topics to choose.

The need for AdSense Keyword Research

Why do keyword research in the first place? Why research the potential of a particular theme, word or phrase when you can have an 'idea or a feeling' about a particularly interesting topic that might probably make a good AdSense theme?

But how can you really know? If experienced AdSense publishers can't be sure if particular topic is going to be successful, how can someone who is just starting out in the business have a clue?

You have to know a lot about the web to begin to understand what themes can make great AdSense sites and this knowledge takes years to develop and cultivate.

AdSense Guide to Finding Keywords & AdSense Niches

If you are new to AdSense, you've got no other choice but to at least do some rudimentary keyword research to have an idea of the 'state' of a particular niche theme or keyword.

a. The Practical Benefits of Keyword Research

What can keyword research do for your website? What is the worth of all the time and effort put into a good keyword research campaign?

The time and effort spent researching good keywords can result in a number of beneficial advantages for you and your website, these include;

- **Less competition** – One of the best reasons for doing keyword research is to lessen the competition from other competing websites. It is easier to become an authority on a topic if the other sites are of poor quality or there no other competing sites at all. By doing deep keyword research, you can discover keywords that are only moderately popular (which are occasionally used in search queries) that are frequently ignored by webmasters. For new AdSense publishers, these low volume keywords are often the best types to focus on... initially. Before they begin building towards ranking for the more competitive keywords or keyphrases.
- **Quality Traffic** – By using the best keywords in your website you can ensure that your site turns up in the most relevant search queries. This in turn will provide the best kind of visitors; those ready and primed to deliver that all-important click on your AdSense ads.
- **Increased Traffic Level** – The levels of traffic passing through a site can be increased by either using keywords that are more frequently used in search queries or by using a high number of different keywords.
- **Better AdSense Ads** – By using well researched keywords on your website you can influence the types of ads that Google delivers and you can determine their quality. The better the quality of ads, the more acutely relevant they are to the content on display which can all potentially result in higher CTRs.

b. Advantages and disadvantages of Keyword Research Services

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The process of discovering AdSense keywords can be labour intensive. Depending on the size of your project, the type of topic you're focusing on and the depth of your research, you could be researching a niche AdSense theme for days; if not weeks. For those AdSense newbies in a rush to start earning AdSense cash, deep AdSense keyword research isn't going to be for them. But they could do so some basic research which could give them a very superficial idea of the potential of their chosen AdSense themes.

There are other options that could significantly speed up the process for those in a rush to get started. For instance, you could sign up with a professional keywords research company. A few of these companies have built up a good reputation on the web namely;

[WordTracker.com](https://www.wordtracker.com)

[Keywordcountry.com](https://www.keywordcountry.com)

These companies have been providing a solid keyword research service for years. All the data you need about a huge range of keywords and their combinations are made instantly available if you happen to join their subscription service. Half a day's work can be compressed into a few hours, a week's work can be completed in a day if you had access to the resources some of these companies make available.

All the calculation are already done and some even have intelligent 'suggestion' tools to help you expand and develop certain favourable themes.

But their services don't come cheap. A year's subscription for WordTracker costs £166.00 per annum. Quite a bit of money for a service that you will only use a few times a year. I would only suggest using these companies if you are involved in huge SEO projects. Solo webmasters who are in the business of building a few quality websites a year can't really get value for money from a paid source.

c. Why do Keyword Research Manually?

We've already discussed one reason expense. The other major reason an AdSense publishers should do their research manually is because the process itself immerses you into the various themes you're focusing on. This immersion

AdSense Guide to Finding Keywords & AdSense Niches

helps you get to grips with AdSense themes you've researching and all the keywords they contain. It is an initial part of the decision making process that gives you an insight into the in's and out's of a possible AdSense niche theme.

While doing the research, you can decide if the theme under investigation is the one for you. You can ask yourself the essential questions;

- Do I like this topic?
- Can I muster up enough motivation to create a decent AdSense website?
- Do I know enough about this topic?
- Do I Want to research and learn about this topic?

The answer to all these questions becomes clear during the various stages involved in keyword research.

It's easier to commit yourself to something that you quickly gathered from a keyword research service without seriously considering the consequences. The deeper aspects of a topic can easily be skimmed and overlooked. But if you do your keyword research manually, you will have a better understanding of what your chosen themes are about.

2. The Different Stages of AdSense keyword Research

The process of AdSense keyword research can be broken into three different stages these are:

- i. **Discovering a Niche AdSense Theme – [Stage 1](#)**

- ii. **Compiling keyword Demand & Supply Data – [Stage 2](#)**

- iii. **Expanding AdSense Keyword List – [Stage 3](#)**

a. Discovering a Niche AdSense Theme

In this tutorial we are going to focus on the process of using keywords to isolate an AdSense niche topic. This first initial step of discovering an AdSense niche is crucial to the whole keyword research process. Isolating a good AdSense niche theme essentially determines the ultimate success of your AdSense website. A good theme that is poorly executed can still earn you some AdSense cash, whereas a well presented, quality site based on a poor AdSense theme will struggle to make any money.

The theme in essence determines the direction of a particular AdSense project. It is from the theme that the keywords and keyphrases are derived. A Good AdSense niche theme will often provide a good range of keywords and phrases to develop and use within a website.

b. Collecting AdSense Keyword Demand Data

Collecting AdSense keyword demand data involves using a keyword discovery tool to pool together search query figures. This data essentially tells us the amount of visitors that used the keywords in question while they were using search engines.

AdSense Guide to Finding Keywords & AdSense Niches

Search Engines function by matching the keywords used by visitors to the millions of websites they hold in their index and display the results in order of popularity.

This is why it is important to do keyword research. By researching and by gathering the most popular keywords for your chosen AdSense theme you can place them into your site thus optimizing them for the Search Engines.

Important Point: For the purpose of this tutorial we are going to use two different keyword tools to cross-match our data. This step is essential because it prevents us from relying too heavily on just a set of results and using an average of both results helps iron out any discrepancies. The keyword tools that we are going to use are:

[WordTrackers Free keyword tool](#)

[Googles keyword Tool](#)

c. Collecting AdSense Keyword Supply Data

Collecting AdSense keyword competition and supply data gives us an idea of how the internet at large is supplying the needs of the visitors making an enquiry about a particular keyword. This data is normally displayed on the middle top right of the page (see diagram 1 below).

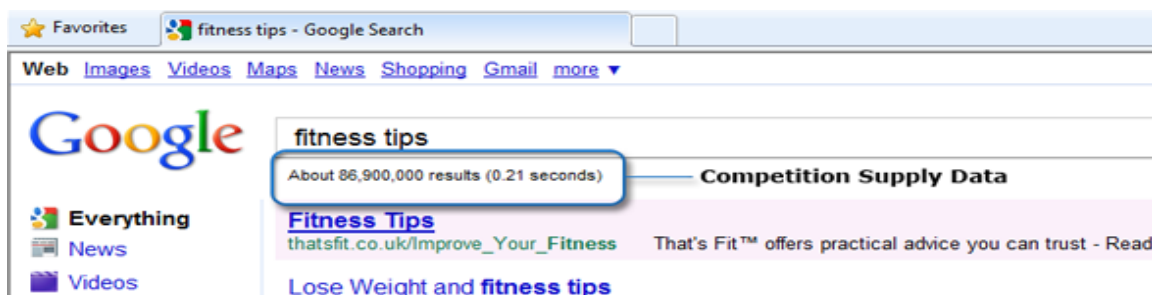


Diagram 1.

This figure is the value for the amount of general competition present on the web relating to the keyword used in a search query. Basically the figure reflects all the websites that mentions the search term.

The value for general competition isn't specific enough for the purposes of deep keyword research. To fine tune the supply criteria, we normally use Google's [allinanchor](#) operator. When used within Google's Search Engine it gives us a figure (located in the same area for competition above: diagram 1) that shows

AdSense Guide to Finding Keywords & AdSense Niches

the number of websites that contain anchor links with our chosen keyword. This value gives us a better approximation of the number of websites that we are in direct competition with.

For more information about keyword supply go to: [Keyword Supply](#)

d. Expanding AdSense Keywords List

Expanding your keyword list is an important step in AdSense keyword research. After a theme has been chosen and the general keywords associated with it has been isolated, the theme has to be opened up further.

Related keyphrases that are three or more words long (often called long-tail keywords) have to be discovered and incorporated into your final keywords list. This process also involves isolating synonyms (different but related words) and working out their keyword potentials.

This final stage basically gives you the words that make up the body of your content. While general keywords are used in the URL, Page title, and second tier webpages, the words compiled during the expansion process will eventually make up the deeper sections of the website (see diagram 2 below).

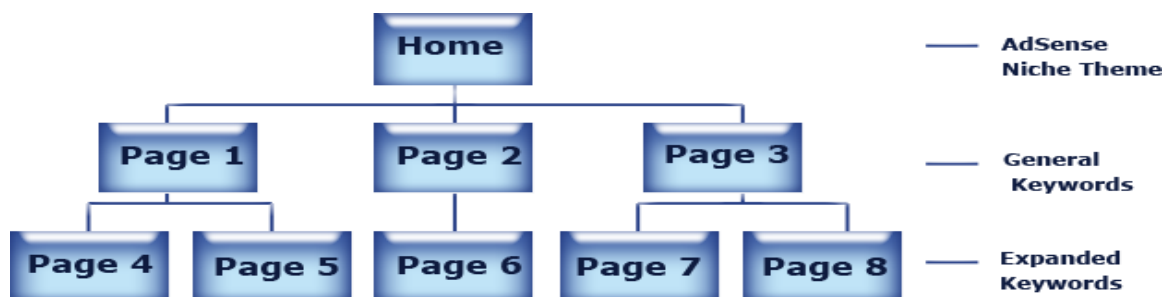


Diagram 2.

By using well-researched, long-tail keywords and synonyms you ensure that your website is perfectly optimized for the Search engines. You also ensure that it is ready for the best ads that Google can deliver.

3. Isolating a Niche AdSense Theme

Even though all the stages are necessary to accomplish deep keyword research only the first stage is absolutely crucial. If this part is done properly, you could markedly increase your chances of achieving some AdSense success (even if you happen to skip the other stages).

The theme determines the shape of an AdSense project. From the chosen theme comes all the general and expanded keyword and phrases.

The theme also determines the amount of AdSense money you could make. If money is a major determinant when you are putting an AdSense website together you need to choose a certain type of topic, one that contains a lot of advertisers and a topic that is very popular with the web-surfing masses.

a. Choosing the right AdSense topic for YOU

First and foremost when deciding on a topic needed to create an information website, you need to consider the amount of work that it will entail. For even a small site composed of only ten or so pages, it can be difficult putting together quality, original material. But the process can be made a whole lot simpler if you decide to base your website on a theme that you are genuinely interested in. This especially important if you are new to the internet information business. Very experienced webmasters can find ways to put together decent material on topics they know next to nothing about, but this task is close to impossible for beginner webmasters. Trying to put together something worthwhile about a topic that you have no interest in, is a struggle that you can do without.

b. Look at a subject list for ideas

So if you are looking for ideas, try and pick something that interests you. If you have some passion about the topic; researching, writing and putting together a decent website will be less of a chore and you will have a good chance of completing it.

If you are stuck for inspiration look for a comprehensive subject list (Table 1 contains a small list of subjects that you can use to trigger some ideas).

AdSense Guide to Finding Keywords & AdSense Niches

| | | | |
|-------------|----------------|--------------|---------------|
| Advertising | Auctions | Antiques | Automotive |
| Agriculture | Aviation | Architecture | Aviation |
| Books | Computers | Consulting | Construction |
| Design | Education | Employment | Entertainment |
| Food | Film | Games | Government |
| History | Hobbies | Home/Garden | Information |
| Industry | Law | Music | New Age |
| Publishing | Retail | Religion | Science |
| Sex | Software | Sports | Toys |
| Trade | Transportation | Travel | Weather |

Table1.

Could you be doing something in your everyday life that could prove useful to someone else? Do you have a unique talent that you could write and educate others about?

Important Point: Remember that inspiration can exist in anything. Skills, talents, hobbies, interests etc... A potentially lucrative AdSense topic can lie in the most seemingly mundane aspect of your everyday life. The trick to isolating what could prove successful is in developing the art of asking the right questions.

Another way to get inspiration is to do a random brainstorming session. For this to work you have to be brave enough to put anything and everything down that might interest you, no matter how ridiculous. If possible you should attempt to create a list of at least 20 topics. Then you should go through each topic and quickly write a secondary list of related themes for each one; as much for each as possible. At the end of the session, look through the list again. The topics that have the longest secondary lists of related topics are the ones that you should consider basing AdSense websites on. The fact that you created a longer secondary list for some topics indicates that you may know quite a bit more about them than the others.

But there are many ways to isolate ideal personal topics, try and use a technique that works for you.

c. Using AdSense Keyword Lists

Isolating a topic that is interesting for you is only the first of many steps in the process of choosing an AdSense niche theme. You need to check if your chosen

AdSense Guide to Finding Keywords & AdSense Niches

topics are ones that could work within the AdSense scheme and need to check that they can actually earn you some money.

One of the easiest ways to check if your topic is compatible with AdSense is to use a comprehensive AdSense keyword list. These lists can come in many varieties; top highest paying AdSense keywords, most popular AdSense keywords etc... but the one that you need the most profitable AdSense keywords list. This list contains the AdSense topics that contain ads with the highest Click-Through-Rates (CTRs).

With this list you can then compare your ideal personal topics with AdSense themes on the list. If you find one or more that are similar, you have found AdSense theme(s) you can explore further.

For more about ideas about AdSense niche topics go to: [AdSense Website Themes](#).

Important point: This part is not crucial but having a good profitable AdSense keyword list gives you the option to choose the themes that are most likely to earn you AdSense money.

d. The Need to dig deeper into possible AdSense Themes

It is very likely that your chosen theme exists as a very general keyword or keyphrase. In all likelihood all the relevant domain names describing the theme(s) you have chosen has been bought and used by one enterprising webmaster or another.

It is also possible that the subject would have been covered by numerous large quality websites and would have been too saturated to consider as a serious topic to build a new site on.

As an AdSense beginner, it would be extremely difficult to build a website based on a popular general keyword that can compete with pre-existing sites. In most instances your only option would be to delve deeper and discover an AdSense niche within your chosen theme. Most niches worth exploring are normally made up of two or more keyword combinations and they are often hidden within general themes.

4. How to Discover AdSense Niche Themes

For this part of the tutorial we're going to use an example. Let's say that we have done some brainstorming and isolated a topic that we are passionate about...

In our scenario let's imagine that we are fitness freaks. We are passionate about all things healthy and natural and we've decided to put together an AdSense website based on the fitness theme. We have the knowledge and motivation to put together a decent site but we still haven't found the right area to focus on.

Step 1 - Break down the topic: Fitness, exercising and health are too general to base a site on. So what we need to do is split the topic into smaller parts. We can use the list we built from our brainstorming sessions and use the topics we isolated on the new list that we are putting together. However, to help generate a comprehensive list we need to use a keyword discovery tool. A possible good tool that we can use is the one provided by Google (which can be found at: [Google AdWords](#)). In Google's keyword tool just type in the term you want to break down, into the search field and click on 'search'. The tool will then create a list of similar words with their demand values also listed.

Step 2 - Create a table and fill in Google's demand figures (D)⁶: Add the best words from Google's keyword tool into our list. After which, we then need to create a table. We can draw the table by hand but it is easier to create a spread sheet which can automatically do some of the more cumbersome calculations that we have to do later.

Before adding Google's demand figures to our table we need to make sure that they correspond with those of WordTracker. WordTrackers values are based on keywords that match the exact words used in search queries. Therefore we have to change the default match type in Google's keyword tool from 'broad match' to 'exact match'. This can be done by changing the 'match types', box on the lower left-hand side of the page.

From a list that initially consisted of more than two hundred different keywords we decide to focus on just twenty-three of them (look at Table2). As we can see most of the ones chosen are composed of two or more keywords. There is the

AdSense Guide to Finding Keywords & AdSense Niches

odd single keyword in the list but even though the demand figures are huge for them we know that it is very likely that these terms will have too much competition (more about this later).

For more about Keyword demand go to: [Keyword Demand](#)

| Keyword | Google Demand | WordTracker Demand | General Competition | Google Supply | KPI (G) | KPI (W) | Average KPI |
|--------------------------|---------------|--------------------|---------------------|---------------|---------|---------|-------------|
| fitness | 55600000 | 555660 | | | | | |
| exercise | 20000000 | 240990 | | | | | |
| fitness workout | 368000 | 36510 | | | | | |
| stretching exercises | 165000 | 30390 | | | | | |
| pilates exercises | 165000 | 8820 | | | | | |
| weight training | 1000000 | 28650 | | | | | |
| fitness training | 673000 | 28710 | | | | | |
| circuit training | 210000 | 18330 | | | | | |
| exercise programs | 110000 | 36660 | | | | | |
| health and fitness | 450000 | 49680 | | | | | |
| cardiovascular exercises | 9900 | 15810 | | | | | |
| exercise plan | 90000 | 7650 | | | | | |
| flat stomach exercises | 22200 | 9270 | | | | | |
| healthy living | 301000 | 18420 | | | | | |
| pectoral exercises | 18100 | 1740 | | | | | |
| back exercises | 368000 | 20310 | | | | | |
| core exercises | 135000 | 9390 | | | | | |
| fitness routines | 33100 | 2340 | | | | | |
| training exercises | 165000 | 450 | | | | | |
| fitness exercises | 74000 | 6390 | | | | | |
| endurance exercises | 12100 | 12570 | | | | | |
| free exercise plans | 2900 | 13650 | | | | | |
| how to keep fit | 8100 | 60 | | | | | |

Table 2.

Step 3 – Validating Goggles Demand Figures using WordTracker (D)^w: To

make sure that Google's figures are not too inflated (as they sometimes have a tendency of been) we need to use another keyword discovery tool. The one that we are going to use is the free tool provided by WordTracker. WordTracker is reputable company that has been generating trusted data for years. Their figures in contrast to Google's have the opposite tendency of been low... sometimes, and so provides the perfect counter-balance to Google's figures. If both keyword tools are in general agreement about a certain keyword then you can be reasonably sure that your final results will be accurate.

AdSense Guide to Finding Keywords & AdSense Niches

So in the next row we fill in the demand figures in the table using data derived from WordTrackers keyword Tool (which can be found at: [WordTracker](#)).

Important Point: WordTrackers data is given has number of daily queries. So remember to multiply WordTracker figures by 30 so that they coincide with Google's monthly values.

Already we can see some interesting patterns but there's still some more work to do (see Table 2).

Step 4 – Gather general competition data: However there is still some more work to do. You need to compile the data that tells you something about the competition. For this part you no longer need a keyword discovery tool. Instead you will need to use Google's Search Engine to gather the information you need about your competition on the web.

Type the keyword you are researching into Google's Search Engine and on the right hand side of the page you will see a figure displaying the number of instances the term shows up in Google's index (see diagram 1).

This part of the investigation is not wholly necessary and can easily be skipped without any loss to the quality of your final results. BUT, the figure gathered gives a very good measure of the general popularity of a specific keyword on the web. In a case where all else is equal, general competition data could sway you towards one particular AdSense theme. The lower this figure is for a keyword the better. These figures are often incredibly large often in the many millions. But at times where a certain term appears below a million... take note.

Step 5 – Gather specific supply data (S): This part is an important step in isolating your best AdSense niche theme. Again its uses Google's Search Engine to collect the data. To get information about sites that are directly competing with you, you need to focus on those sites that use the exact keyword phrases that you are investigating in their anchor text. Anchor text are parts of the text that a visitor can use to jump from site to site. Sites that these links point to are very serious competition. In all likelihood some of them they would invested time and money towards SEO campaigns focused on the keywords we are researching. So we need to take this data very seriously and this data makes up the core of our research results.

AdSense Guide to Finding Keywords & AdSense Niches

To get the data we need we have to use the allinanchor, Google operator. All we have to do is type in all inanchor: [then the word we are investigating] into the Search Engine and collect the figures for the results returned (look at diagram 3 below).

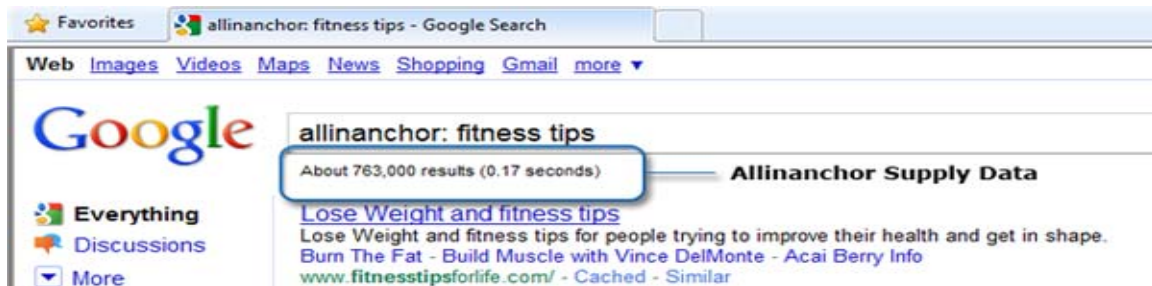


Diagram 3

What we then need to do is repeat this step for all the words in our table.

Step 5 – Calculating the Keyword Potential Index of our AdSense themes:

Now we need a value that relates our demand values for Google and WordTracker with the keyword supply figures that we gathered from Google's Search Engine. This figure has to give more weight to the demand data while still relating it to the supply figures we gathered.

Normally this value is derived by calculating the Keyword Opportunity Index (KOI) but in this case we are going to further manipulate it to a final figure known as the Keyword Potential Index (KPI). The KPI is an easy figure to digest unlike KOI because it compresses the potential of a keyword into a simple 1-10 scale. The higher the average keyword Potential Index the better it is as an AdSense theme or keyword.

Important point: The keywords that are most likely to be used in a real AdSense project will be found within the scale of 1-10. However, some extremely popular keywords can have KPI values beyond the 10 range but these are unlikely to be used in a serious AdSense campaign.

The formula for calculating KPI is as follows:

1. Demand (D)² / Supply (S) = KOI
2. Log (KOI) * 2 = KPI

AdSense Guide to Finding Keywords & AdSense Niches

We calculate the KPI values for all the topics in the list, for both Google and WordTrackers demand figures and we go on further to work out the average KPI between them.

Step 7 - Making sense of your results: The first part in making sense of the results involves a process of elimination. It can be conducted in a step-by-step manner, where the keywords that fail are removed and theme(s) that has all the essential criteria's remain.

Using the table we have generated for our fitness and exercise themes, we can begin eliminating each topic using the following simple rules:

- **Eliminate any theme that has a KPI under 6.0.** If the KPI values are under this figure it indicates that there is either too much competition for the demand (the theme is oversaturated) or there just isn't enough demand in the first place to make the topic worthwhile.
- **Eliminate all themes that have supply values over 2 million.** This step gets rid of the very popular topics. Topics that have very high demand values and equally high supply data.

Important Point: We have to remember that we are attempting to focus on the keywords that are more likely to get us a prominent Search Engine position. After a certain point (when a topic is too popular and too saturated) KPI and KPI fails to work. To get better results we've decided to use the specific supply value of 2 million as the cut-off point.

Average KPI values are a fantastic way to assess the potential of certain themes at a glance. The higher the value the more potential it has in a good SEO campaign. Themes that have very high KPI values but also have supply results of less than 2 million are worth serious consideration and should, in most instances, be investigated further.

5. Deep Keyword Research

At this junction we can just decide to go with the themes in our list that fulfils the criteria that we have set. It is possible to achieve good results with the top five themes isolated from our shortened list of twenty-three keywords (see table 3). But our results, though useable, are a bit rough around the edges. We can still fine-tune them a little further.

| Keyword | Google Demand | WordTracker Demand | General Competition | Google Supply | KPI (G) | KPI (W) | Average KPI |
|--------------------------|---------------|--------------------|---------------------|---------------|---------|---------|-------------|
| fitness workout | 33100 | 36510 | 7530000 | 780000 | 6.30 | 6.47 | 6.38 |
| stretching exercises | 49500 | 30390 | 1080000 | 421000 | 7.53 | 6.68 | 7.11 |
| pilates exercises | 49500 | 8820 | 1100000 | 140000 | 7.33 | 5.49 | 6.99 |
| circuit training | 49500 | 18330 | 11,800,000 | 532000 | 7.33 | 5.60 | 6.46 |
| cardiovascular exercises | 2900 | 15810 | 2650000 | 62900 | 4.25 | 7.20 | 5.73 |
| flat stomach exercises* | 9900 | 9270 | 2230000 | 191000 | 5.42 | 5.31 | 5.36 |
| pectoral exercises* | 8100 | 1740 | 104000 | 76400 | 5.87 | 3.20 | 4.53 |

Table 3.

Two more possible themes were added in case their potential improved after fine-tuning denoted (*).

a. Using Supply to Isolate the Best Themes

After establishing that our top five results have healthy levels of demand and that they are not too saturated we need to pry out the best theme from our selection. To do this we need to look at our KPI values in view of our direct competition. Basically, the lower the supply figures for a particular theme, the more significant the KPI value associated with it.

So we can further adjust our KPI values by using the following table:

| Supply Values in the range of: | Value to add to KPI | |
|--------------------------------|---------------------|-----------|
| 2 million or above | 0.00 | Poor |
| 2 million – 1 million | 0.50 | OK |
| 1 million – 500,000 | 1.00 | Good |
| 500,000 – 100,000 | 2.00 | Very Good |
| 100,000 or below | 4.00 | Brilliant |

Table 4.

AdSense Guide to Finding Keywords & AdSense Niches

What this table does, is it helps us give more relevance to keywords that have very low competition. The less competition we have for the AdSense keyword or keyphrase in question the more likely it is to be successful. Less competition but high demand means lots of quality traffic which is the factor that drives a successful AdSense project.

b. So... what is the best AdSense Niche Topic from our List?

Below are tables showing a comparison of the top topics before and after adjustments (see Table 5).

| Keyword | KPI (Before Adjustment) | KPI (After Adjustment) |
|--------------------------|-------------------------|------------------------|
| fitness workout | 8.47 | 9.47 |
| stretching exercises | 8.15 | 10.15 |
| pilates exercises | 8.03 | 10.03 |
| circuit training | 7.72 | 8.72 |
| cardiovascular exercises | 6.79 | 10.79 |
| exercise plan | 6.29 | 8.29 |
| flat stomach exercises* | 6.06 | 8.06 |
| pectoral exercises* | 5.23 | 9.23 |

Table 5.

From the table we can see that the adjustments changed the prominence of certain keywords. After initially been in fifth position, **cardiovascular exercises** leaped into first position. Its statistics are very good, there is a healthy level of demand as can be seen from both Google and WordTracker data and there hardly seems to be any competition out there, evident from general competition figures and direct supply.

Another theme that should be pointed out is **pectoral exercises**, which initially was out of the running but after the adjustment catapulted itself into serious contention as a possible niche theme to explore. Its demand figures are not great but the supply for this theme is so low that you could **own** this topic in a

AdSense Guide to Finding Keywords & AdSense Niches

few weeks. What's more interesting is its raw competition data. Figures this low is very unusual for a topic that is in reasonable demand, making it a theme worth considering.

6. Important final checks

With our list of possible themes at hand we have to do a little background investigation to find out if our topics are seriously ready for the web.

a. Checking the competition

Before we can seriously commit to a specific AdSense niche theme we need to do a number of essential final checks to ensure that we have made the right choice.

Firstly, we need to do a preliminary check on our real competition on the web. To do this we just type in the keywords of our possible theme into Google's search engines. Then we do a small investigation of the sites that turn up on the first two pages of returned results.

The best approach to this part is to create a spread sheet which lists all the different types of competition. The spread sheet should be put together in way that it helps you answer a number of simple questions such as;

- Has the competition done a thorough SEO campaign? (A Keyword filled domain name is normally a quick sure-fire indicator of some kind of SEO).
- How good is their sites, can you build better?
- How informative are their sites how large are they?
- Can you learn anything from their sites? Have they employed any good ideas?

If your theme is niche enough it is possible that most of your competition's websites won't be any good.

After making sure that the coast is clear you then need to move on to the next step.

b. Re-checking Advertiser Interest

Even though we shouldn't focus too much on the money we've still got to keep an eye on the topics that are most likely to be profitable. We don't want to commit to a topic that has no advertiser interest at all.

AdSense Guide to Finding Keywords & AdSense Niches

There's a number of simple ways to check if there is enough AdSense advertisers in your chosen theme.

If you have an AdWords account, it is possible to investigate the popularity of the keywords related to your chosen themes with advertisers. You can pretend to be planning to advertise using different keywords and see how much you'd have to pay. The more expensive a keyword the more popular it is.

An alternative way if you don't have an AdWords account is to simply use Google's Search Engine. The more ads that show up on the right hand side relating to a specific keyword the more popular it is with advertisers, it's very crude but it works.

There are many more ways to check the popularity of keywords with advertisers available on the net. The more information you require the deeper you have to dig... you may even have to pay to gain access to the information you need.

Important point: Don't focus too much on this part. As long as there are a few advertisers in your chosen theme you should be fine. The key to building niche information sites lies in dominating it, by creating quality, well optimized websites. Success lies in learning to monopolise the traffic and not distracting yourself unnecessarily with high paying AdSense ads.

c. Checking Domain Availability

Domain names have a huge impact on a SEO campaign. Especially on one that uses niche themes. A URL bearing the keywords of a significant search term is more likely to show up in a search query than the URL's without.

Domain names are the foundation of every SEO campaign. It contains the keywords that describe the theme of the whole site. It is the root, that every term, phrase and keyword grows out of.

It is essential and there is no getting around the fact that is needed for most large, well-organized niche-sites that hopes to rank well with the search engines.

If your domain name is sufficiently niche it may be possible to buy a domain name straight away with a **.com** extension. However this isn't crucial. As long as

AdSense Guide to Finding Keywords & AdSense Niches

you get the required domain name in any one of the major extensions (.org, .net, .info) you should be fine.

You can use any number of registrars to buy a domain name but I suggest buying it from one that could also provide webhosting services. I personally use [1 & 1](#) and it is probably the best webhost to use for anyone who is just starting out in the internet information market (see more about 1 & 1 below).

To do a quick check on a possible domain name that you might be interested in use the domain checker on the [Best AdSense Guide](#) home page.

7. Closing Thoughts

We still haven't decided on a topic that we should use to build our site. I happen to really enjoy keeping fit and participate in various sporting activities weekly. In my opinion I think basing a site on cardiovascular exercises is too niche and would require quite a bit of technical knowledge (though there is undoubtedly a market for it).

The themes that I would choose from the list would be [circuit training](#) and [stretching exercises](#). They both potentially contain the largest list of related keywords, all of which could be used in the hands of a skilled AdSense publisher to attract well-paying AdSense ads.

But it's up to an individual AdSense publisher what they decide to do. They know their skills, their knowledge and their motivations. Keyword research gives them the information they need to make the most of the knowledge they want to share with the rest of the world.

Why Choose 1&1 as your Webhost?

Crucial to any AdSense project is the need for a domain name and web space provided by reputable a webhosting company. There are many decent webhosting services on the net but only a few can provide a service that can cater for the needs of beginners hoping to build quality AdSense websites.

I have many websites on the web and most of them are hosted by [1 & 1](#). They are a large company with an excess of 37,000 servers that provide registration and hosting services for more than 6 million customers. They are an experienced and trusted company that have a global network of customers, most of which enjoy the service they provide.

But there is a good reason for their overall success; they supply a good service for very competitive rates. Their user interface is intuitive to use (even for a beginner) and their customer service is great.

But most crucial of all... for me and possibly for most AdSense and affiliate publishers is that they provide a stable and reliable service. With 1 & 1 you are unlikely to suffer from a sudden random loss of access to your website and I have always experienced very good upload and download speeds with the company. If you are considering joining a webhosting company or thinking about switching to a new one, take a moment to look at what [1 & 1](#) has to offer, you will be pleased with what you discover.

Click the on one of the links below to learn more about what 1 & 1 can offer.

[1 & 1 Shared Hosting Packages](#)



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