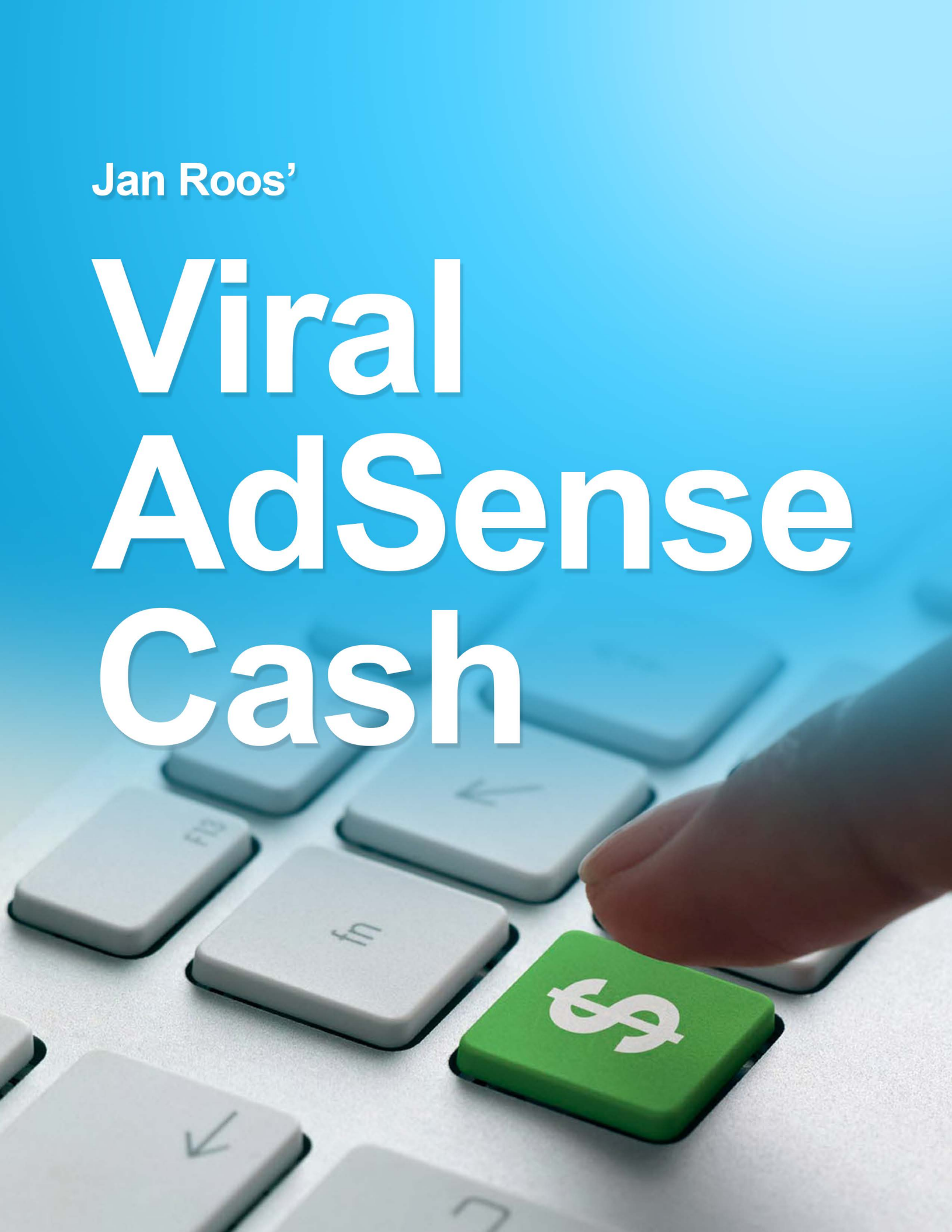
Jan Roos'

# Viral AdSense Cash



# Viral Adsense Cash

By Jan Roos

Legal notice.

Thanks for investing in my Viral Adsense Cash program.

What I am about to share with you is a fool proof system that anyone can use to start making $50 - $100 per day virtually from day one and then grow the site over time to earn much more than that.

In fact, lots of people are earning hundreds of thousands per month with this method and some even millions.

The beauty of this system is that you can set it up and then only spend about 45 minutes a day on the site. When you start to make money from the site you can just outsource all of the work and sit back watching your business grow pretty much by itself.

That's how I have grown my site from $0 to $6K in 3 months flat.

It gives me the time and money to do more of the things that I love such as spending time with my family, playing golf, tennis, surfing, travelling etc.

It is a great lifestyle that is within reach of anyone that is willing to put some effort and dedication into it.

In this course I am going to show you exactly how I choose my niche, setup my site, get traffic, easily create viral content, how I monetize the site and of course how I outsource everything.

The earning potential for this system is endless and if you work it, then you will be almost guaranteed to succeed.

I am going to show you some ninja traffic sources that you might have never heard about where you can get extremely high quality traffic from sites such as The Guardian, CNN, Huffington Post, The Telegraph, Yahoo and more for only 3 cents per click.

I am also going to show you how to get all the free traffic you can handle, because with this system, we are going to be creating content that has a high possibility of going viral on social networking sites such as Facebook, Twitter and Pinterest.

Then of course the main part of the course is how to monetize that traffic and scale over time. This system is not complicated, so I am purposely going to keep this course short, simple and to the point.

There is no need to over complicate things. All you have to do is get started and you'll see how easy it is from there.

Ok without further ado, let's begin.

**The Strategy**

You are going to create a viral content site such as www.upworthy.com , www.knoworthy.com, www.firsttoknow.com, www.viralnova.com and others like them.

Upworthy is one of the fastest growing websites in the world with over 7 Million visitors a month and you can be sure they are raking it in with ad revenue. Firsttoknow.com gets almost 500K visitors per month and you can be sure they are also earning a great 6 figure income with that site.

The kicker is that these types of sites are super easy to build.

My site is only about 3 months old and it is growing like crazy, why? Because the content I put on there is proven to be interesting and engaging to visitors and they share and comment the hell out of the posts.

I have also spent some time and money testing ad and site layouts proven to be profitable with this method.

In this course I will give you the exact site and ad layout that I use so that you can be profitable right away and not have to spend lots of time, energy and money testing these things for yourself.

Go have a look at those sites and you will see that they are basically scouring the internet and especially Youtube and Facebook to see what is popular at the moment.

They then take the topic or video that is hot and curate it as a new post on their own sites.

Creating the curated content is also very easy. I will show you how later in the course.

They then have Adsense ads, Yahoo/Bing Ads and other Ads from content recommendation engines such as www.taboola.com , www.outbrain.com and www.content.ad

So what happens is that people watch the video or read the article and then right under the content there are social share buttons which gets them to share the video on Facebook, Pinterest and Twitter.

The post goes viral and the site gets lots of additional traffic and activity which leads to lots of clicks on ads, which means lots of money for the site owner on Auto Pilot.

They also have their own Facebook Fan Pages, Pinterest and Twitter pages where they post their new content which generates instant traffic and revenue for them every time they post something new.

Your site can also have a popup which invites people to join your newsletter. You then send those people an email when you post new content which then drives instant traffic to your site which creates instant revenue.

Those people then also share the content on Facebook and Twitter which brings more people to your site to click on Ads, Join your newsletter and become a fan on your Facebook page.

This is how you eventually grow into a media powerhouse. You can then either, keep the site and live stress free from the ad revenue, or sell the site for massive profits and create another site while investing your profits for long term wealth.

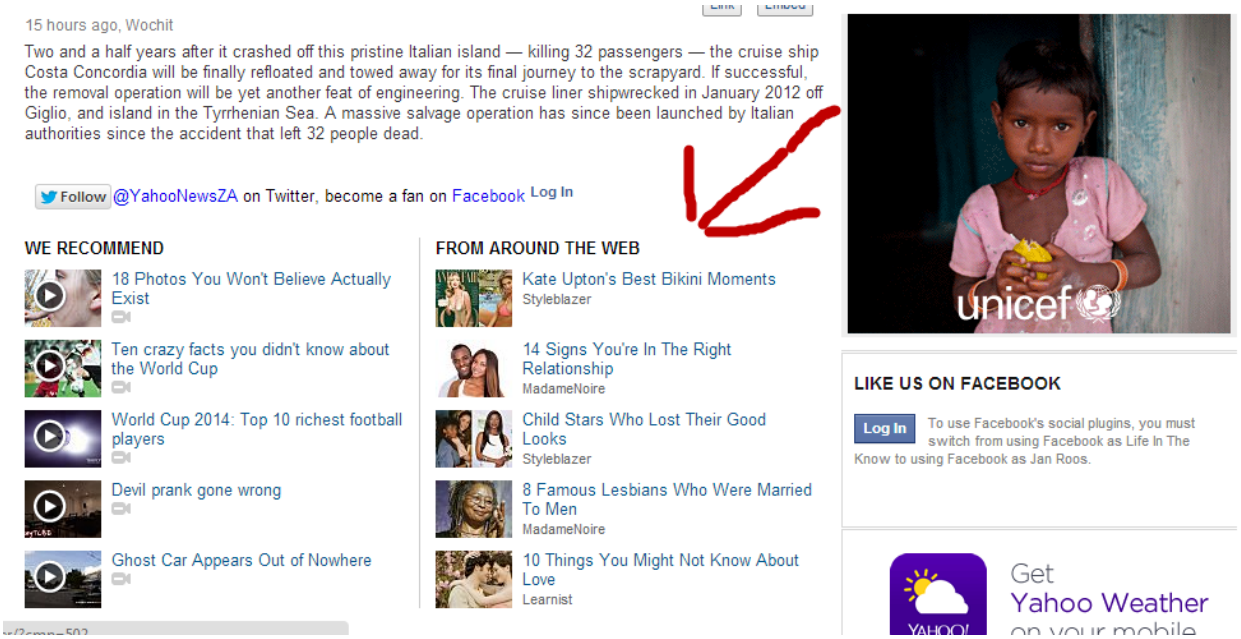
Ok, so after you have created your site, optimized it with ads and loaded it with great share worthy content it is time to get traffic.

Getting traffic for these sites is extremely easy.

If you go to any of the web's most popular sites such as Yahoo.com, Cnn.com, The Guardian, Slate, Seattle Times, National Geographic etc.

You will see that at the end of their content they have content recommendation widgets, which recommends content from other sites.

You have probably seen these before on sites you frequent. Here is an example from a post on Yahoo.




See where it says, from around the web? That is where you will advertise your content as well.

The networks I use is [www.outbrain.com](http://www.outbrain.com) and [www.taboola.com](http://www.taboola.com)

I pay around 3 to 5 cents per click from these sites and the traffic is of very high quality. There is an unlimited amount of traffic from these networks and it won't dry up any time soon.

Outbrain.com does around 50 billion recommendations a month which is a shit ton of traffic. Taboola does even more.

If you can find a way to turn all of that traffic into profit which I will show you how, then you are set. You can grow your site very quickly and in many cases be profitable from day one.

You do not have to pay for your traffic but everyone I know who is making a full time income from home pays for at least part of their traffic.

Yes, you will get to a point where you do not need to pay for traffic anymore because your social media marketing and your newsletter will drive more than enough traffic to your site.

But why quit buying traffic if it makes you money. Would you spend $15 per day to earn $50 back? Or spend $100 to make $300 back?

Of course you would. And that is what I am going to teach you in this course. If you really do not want to pay for traffic, that is fine as well.

You can still create your site and focus only on Facebook, Twitter and Pinterest for traffic. Get your content out there and build your own Fan base.  You will get lots of traffic that way.

As a matter of fact, that is how Upworthy did it and today they are the world's fastest growing media company.

Read this great article on how they did it and take pointers.

http://www.businessinsider.com/upworthy-how-to-create-a-fast-growing-media-company-2012-11?op=1

Here is an excerpt from that article.

“Upworthy's pageviews aren't particularly impressive. Neither are its direct visits.

In September, Upworthy had 6 million unique visitors and 8.5 million pageviews, less than 2 pages viewed per person.”

My site has an average of 3 page views per visitor and beats the pants off Upworthy.

So once my site reaches say 6 million visitors I will have 18 million page views where Upworthy only has 8.5 million.

This means my site will earn at least double than what Upworthy would earn if they were monetized the same way.

Can you start to see the power of this system? This is a once in a lifetime opportunity for you to become financially free or even outright rich, and live the internet lifestyle everyone dreams about.

Nobody else is teaching this stuff and you can get in on ground zero. I am handing it to you on a silver platter.

Ok, so now you know what type of site we are going to build and how we are going to drive traffic to it.

Next, we have to monetize the site.

The way I like to monetize the site is to have Adsense ads above, below and on the sides of the content.

If you do not have an Adsense.com account, try and get one. If you do not have a site then create one like I am going to show you and start driving traffic to it without adsense ads.

Once your site is generating some traffic go ahead and apply for an Adsense account. Adsense want to see some traffic to your site before they will approve you.

Or/and you can join Yahoo/Bing ad network on www.media.net. I find them to work well also.

There are also other ad networks such as https://www.chitika.com/ and www.BuySellAds.com which I have not tried myself but heard good things about.

Then, at the bottom of your site's content, just below the Adsense code , you put the Content.ad content recommendation widget.

Every time a visitor clicks on one of the stories in the widget you get paid just like every time someone clicks on one of the Adsense or Media.net ads you get paid as well.

Once you have built up your newsletter you can also start sending out solo ads to your list.

This is very lucrative especially if you have a responsive list, which you will have, because of the great engaging content you post on your site.

If you have a list of say 10k- 40k or more subscribers, there are companies that will pay you good money to send an email to your list.

Do one or two of those mailings a week in between the mailings for your own content and you'll make a killing.

As your site grows you can then get advertisers to pay you directly to advertise on your site which will cut out the middle man which in our case is Google and Yahoo/Bing.

You charge per thousand impressions and you will make much more money than you did with Adsense.

This will also allow you to buy more traffic and therefore increase your earnings, Newsletter subscribers and Facebook Fans even more.

Once your site has a million or more page views per month you can exchange the content.ad widget for the Taboola widget which pays more.

Once you get to this stage my friend, you are a Big Dog.

You will have the financial freedom you've always dreamt about while having plenty of free time for yourself and your family. That is what it is all about at the end of the day, for me at least.

Anyway, after the Content.ad widget I like to have the Disqus widget as well. It is also a content recommendation widget that works well.

They also pay you for every click plus we use Disqus as our commenting platform on the site.

Ok so that's the strategy. Don't worry if you feel a bit overwhelmed at the moment, I am going to show you exactly how to do it and how easy it really is to build one of these sites.

**Decide Which Type of Site to Create**

There are 3 types of sites that work well from my experience. You can choose to emulate any one of these types of sites to quickly build yourself a money generating machine.

Read though them carefully and choose the type of site that you would like to build for yourself.

1. **Viral content sites.**

   These are sites that post funny, controversial, news or any other types of written or video content that is designed to trigger an emotion in people.

   People share the heck out of these types of posts which is great for the site owner.

   Examples of these types of sites are www.firsttoknow.com www.upworthy.com www.viralnova.com and www.knoworthy.com

   The site that I grew from $0to $6k per month is one of these viral sites.

   Here's how to easily create viral content for your site.

   Every day you browse through the other viral sites on the net such as the ones listed above.

   I follow them on Facebook and get their new posts on my newsfeed.

I would then check what story is popular for the day which can easily be determined by checking the number of Likes and comments the story receives on social media.

I would then create my own post about that story.

It is important to note that you should never copy the work of other people. Create your post about the same topic but make the post unique.

Write it in your own words, put your own spin on it and use a unique headline and image in your post.

That's it. Boom! You have a hot new post on your site that has been proven to be popular.

Another even easier way that I use to create very popular posts is to check which videos are going viral on Youtube.

Find a video that is popular at the moment and create a new post on your site about the video.

One example could be the video that is going viral today about the shark attack on an Australian pro surfer here in South Africa during the JBay Pro Surfing Event.

Mick Fanning was surfing in the final when he got attacked by a huge great white on Live Television.

He got knocked off his board and started punching the shark. Luckily he got away with just a few scratches.

See the little description I just gave about the video?

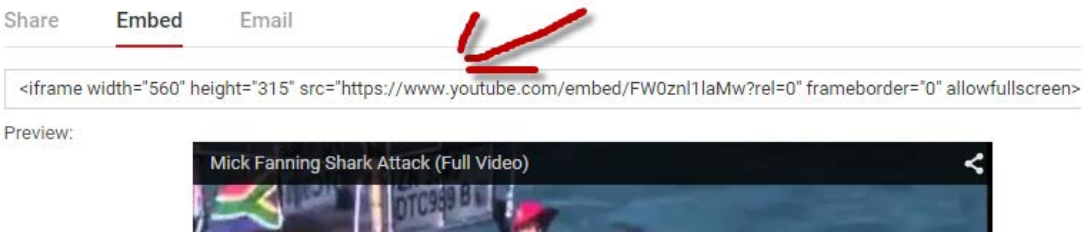
You can create a new post on your site with a Catchy Headline such as…

“Caught On Live Television - Huge Great White Attacks Pro Surfer”

Then you grab the embed code of the video on Youtube and paste it into your post.

Here’s a screenshot of how to do that in Wordpress.

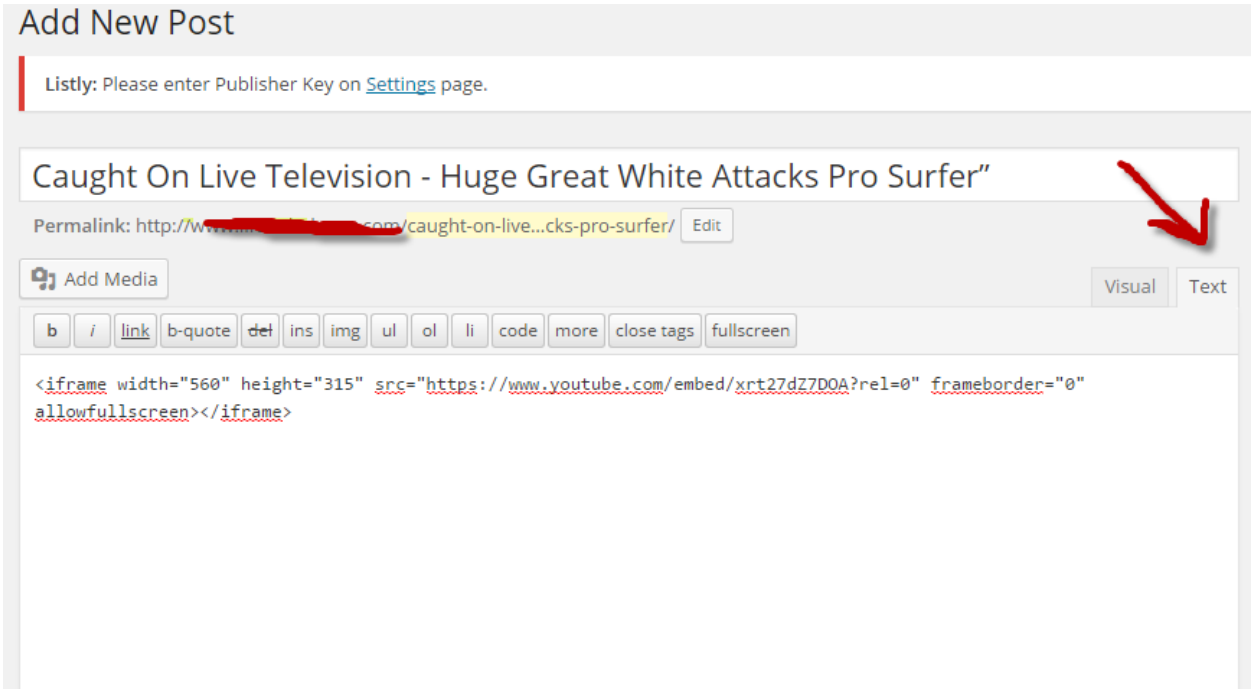



Click on the share button below the video and then click on embed.

Copy that piece of code and paste it into your Wordpress post.

Make sure you paste it into the text part of your post. That is where you can post html code.




Then you can click back on the visual editor and write up a description of the video.

Make the description about 300 – 400 words long.Then click publish.

The video will then be embedded into your site for everyone to watch.

People will watch it, share it with their friends, comment on it and of course click on ads.

The video strategy is awesome because you can create a hot post in about 15 minutes.

Share it with your followers and start making money right away. There are literally thousands of viral videos on Youtube you can create posts about.

I suggest you mix up the video posts with longer article type posts.

The videos work well though. That was my main strategy for quickly growing my site to the $6K per month mark.

## 2. Alternative News Sites.

These sites publish up to date news that you will not find on the main stream media sites.

The demand for these sites are exploding as more and more people realize that it is important to get both sides of a story and that most of the main stream media is completely biased towards pushing the agenda of their owners.

Here are some examples of very successful Alt News Sites… www.zerohedge.com www.infowars.com www.trueactivist.com

To create content for these types of sites you just do the same thing again.

See what's hot on other sites and also on Youtube and create your own unique posts.

Aim for at least one a day. It will take you 20 minutes to an hour to do.

### 3. General Information and Numbered List Sites

These sites would publish general information that the vast majority of people are interested in such as life hacks, relationship advice, travel tips, numbered lists etc.

Example sites are www.listverse.com and www.toptenz.net

Numbered list type sites works really well and all they do is publish content such as..

- Top 10 Most Beautiful Islands Of The World
- Top 10 Richest People You Have Never Heard Of
- Top 10 Most Popular Hair Styles of 2015
- Top 10 Best Beaches In Thailand
- Etc.

People love reading these Top 10 types of posts especially if you add nice pictures in there.

People read the posts share them and click on the ads.

That's a winning combination for the site owner.

All you have to do is create 1 new top 10 post per day and share it with your followers on social media and on other traffic platforms.

You can create the content yourself or you can outsource it to a professional writer for around $10 to $30 each.

Lately I have seen a couple of these top 10 sites sell for big money. They work well.

## How To Build Your Site

Now that you've decided which type of viral site you want to build it is time for me to show you how to build the site and how to monetize the site.

I am going to give you the exact ad layout I use on my site.

From Lots of Testing I have come up with a layout that works well.

I use Wordpress to build all my sites.

Wordpress is super easy to use and you do not need to be a techy at all to learn it.

The whole system is template based and very straight forward.

I have added 22 Wordpress Tutorial videos as a bonus to this course which you can go through.

The videos will show you everything from installing Wordpress on your Hosting account to making new posts etc.

I use the Thesis theme for all my sites because of it's awesome functionality.

A lot of the really big authority sites you see on the net are built on the thesis theme.

The code is really clean, the design is great and the search engines love sites built on Thesis.

There are also a lot of really talented designers that can design you a beautiful site based on Thesis.

I just used one of the out of the box skins to build my viral site on.

No need to hire a designer.

All I had to do was upload my logo to the site and it was done.

Another awesome theme that a lot of these viral sites are using is from Studio Press.

Go have a look at their awesome themes as well.

If you do not want to spend the money on Thesis, that is fine as well.

There are plenty of free themes on the net that you can use to get your site going.

Then once you made some money you can use the profits to upgrade your theme to the Rolls Royce of Wordpress themes.

For hosting I use Hostgator. You can get the most inexpensive account to start with.

Once your site grows really big you might have to upgrade your plan but for now, the small plans are just fine.

The small plans cost around $9.99 a month which is very reasonable.

The next thing you will need is a catchy domain name.

I buy mine through www.namecheap.com and they cost around $10 per year which is also very reasonable.

Have a look at the domain names of other similar sites in your niche and then come up with something similar.

Finally you will need a nice looking logo for your new site.

You can find lots of people that will create a nice logo for you without charging an arm and a leg.

I use www.Fiverr.com and www.elance.com to find people to design my logos for me.

I also use Elance to find high quality writers to write my posts for me.

Once you have your logo and Wordpress installed on your hosting account it is time to create your first post.

Go ahead and create your first post with a nice catchy featured image.

The Wordpress tutorial videos will show you how to do that if you don't know.

Next it is time to insert your Adsense ads.

I have created 2 plugins that will put your ads where they should be automatically into each post.

The first Ad I put right below the menu on your site.




The ad is the 728x90 one you can grab from your Adsense account.

This way, people will immediately see an ad when they come to your post.

Just click on create ads and choose what size you want.

Then copy the ad code and paste it where you want it to appear on your site.

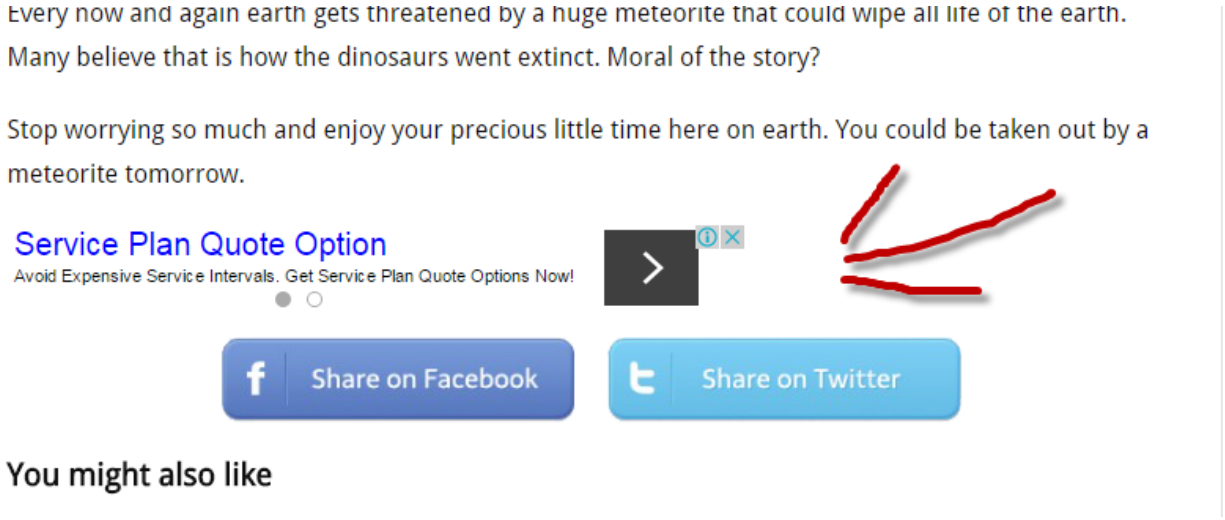
Some themes let you easily add the Adsense code to the top of your site just below the menu. That way the code will automatically be there on every page and post of the site.

On thesis it is quite complicated to do that. My employee does it for me with the use of hooks that is built into the theme.

You can have my employee do it for you for $20. Just email us at support@authoritysitesecrets.com

Otherwise you can just manually post the Ad code to the top of every post. Make sure to also use the text editor when you do that.

The second ad I put just below your post like so..




You can just manually add the code into the bottom of your posts or you can have us add it in there for you permanently just like with the ad code on the top of your posts.

We will include the bottom one as well for the $20.

Below the last Adsense Ad I have the Disquss Widget show more related content from around the web.

You can grab that widget here.

Every time someone clicks on one of those related stories, you get paid.

Below that widget l have the comments section which also runs on Disqus.

This will happen automatically when you install Disqus on your site.

It is straight forward to do just like Content.ad.

You will find that people will start discussing the content on your site which is great because they keep coming back to your site for the discussion each day which drives up your traffic numbers and ad clicks.

Then finally below the comments I have the content.ad related content widget.

Every time someone clicks on one of those stories you get paid as well.

In the sidebar of my site I will have a large 300x250 Adsense ad on the top like they do on this post.

http://www.lifegooroo.com/find-love/9-reasons-why-you-might-not-be-falling-love

See how they have the Facebook Like Widget, Recent Posts and Also a 300x250 Adsense ad in the sidebar?

It works! Do something similar with yours.

I put the Facebook like widget on the sidebar as well. This widget shows how many people have liked my page and it also makes it easy for people to like your page with just one click.

Remember, one of your big goals is to get as many Facebook followers as possible.

This way you will get an instant surge of traffic and Ad clicks to your new content when you share it on your Facebook page.

Below the Facebook widget I will have a list of the most recent and/or most popular posts on the site.

This way, people can easily read more of your content.

It is also important to add Privacy, Contact Us and About us pages to your site.

Congratulations! You now have a site that can earn you a ton of money.

All that's left to do is to keep adding new content each day and getting traffic to that content.

## Traffic Getting

When it comes to traffic you have a few choices.

You can pay for your traffic, get free traffic or do both like me.

Let's start with Paid traffic.

I love paid traffic because it allows you to quickly get large amounts of traffic to your site and start earning money from day 1.

I use 2 traffic networks to drive visitors to my content.

1. www.Outbrain.com
2. www.Taboola.com

Like I mentioned in the beginning of this course, Outbrain and Taboola have their related content widgets installed on thousands of high quality websites such as CNN, Yahoo, Seattle Times, GolfWRX and a ton more.

I bet you have seen these widgets on a lot of sites that you frequent.

Us as advertisers can then have our content appear in those widgets and pay a fee every time someone clicks on our content.

Since our content is awesome and interesting, people click on them like crazy.

I have discovered a way to pay as little as 3 cents per click for my content.

Make sure to upload at least 2 different titles for your article and make the titles as catchy as possible.

Do the same thing with the image. Upload at least 2 catchy images for your article.

You can do this from within Outbrain's interface. I also suggest you watch their training videos on how to do these things in your account.

Now, start your bid at around 11 – 14 cents per click and run it for a few hours to a day.

Set your daily budget to $10.

After you've reached your daily budget, look at your ctr for your article. If your CTR is above 0.4% then you are doing great and you should drop your bid to $0.07.

Then run your content again for another day until you've spent your $10 budget.

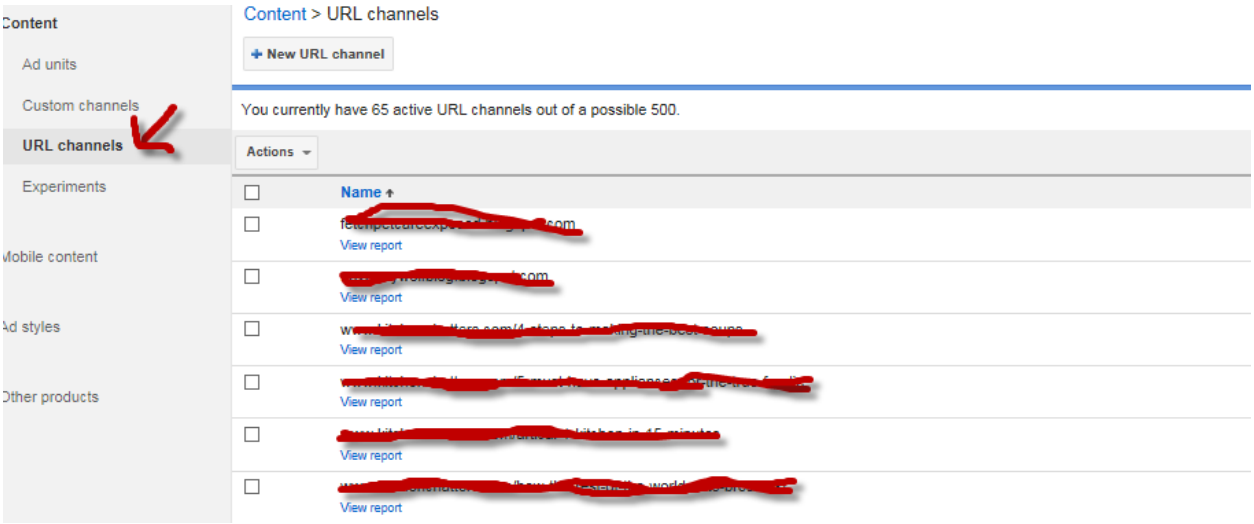
If by then your ctr is still above 0.4%, go ahead and drop your bid to $0.03 per click.

You should then be able to get 3 cent clicks for as long as you want to that article. If not, just raise your bids a little bit until you see the traffic coming in again.

I suggest you start with Outbrain first.

Put 5 new posts on your site and add them to Outbrain like I show in the course.

Go to your Adsense account and add those 5 post urls to your url channels.




When you add a url to url channels on Adsense, it will track all the Adsense earnings for that specific post.

This way you will know how much each of your posts is earning on Adsense.

Let's do some Math.

If you have a post promoted on Outbrain and you got 200 clicks to that post at a cost of 3 cents each, it will cost you $6 total.

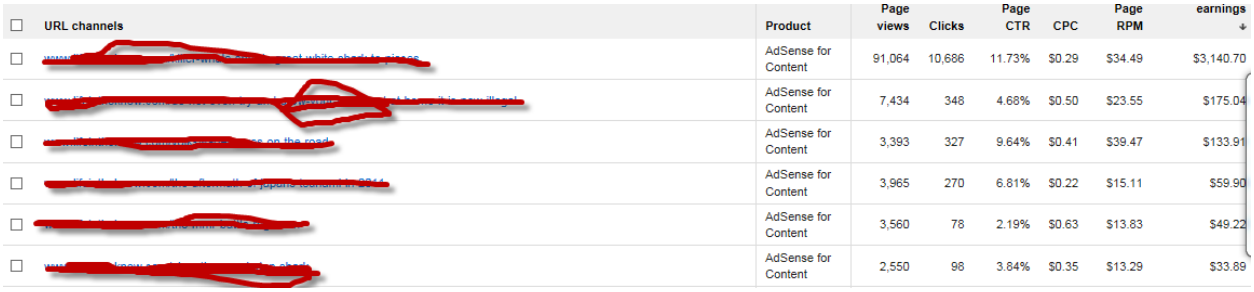
Now, if you make that $6 back or more with Adsense earnings you are in the profit.

Because remember you still have Content.ad and Disquss Related content ads making you money as well.

Unfortunately those platforms do not allow us to track our post earnings individually but that is fine. Adsense is the main earner anyway.

Let me show you an example of one of my post earnings.

This was over a 2 week span.



| URL channels | Product | Page views | Clicks | Page CTR | CPC | Page RPM | earnings |
|---|---|---|---|---|---|---|---|
| [redacted] | AdSense for Content | 91,064 | 10,686 | 11.73% | $0.29 | $34.49 | $3,140.70 |
| [redacted] | AdSense for Content | 7,434 | 348 | 4.68% | $0.50 | $23.55 | $175.04 |
| [redacted] | AdSense for Content | 3,393 | 327 | 9.64% | $0.41 | $39.47 | $133.91 |
| [redacted] | AdSense for Content | 3,965 | 270 | 6.81% | $0.22 | $15.11 | $59.90 |
| [redacted] | AdSense for Content | 3,560 | 78 | 2.19% | $0.63 | $13.83 | $49.22 |
| [redacted] | AdSense for Content | 2,550 | 98 | 3.84% | $0.35 | $13.29 | $33.89 |

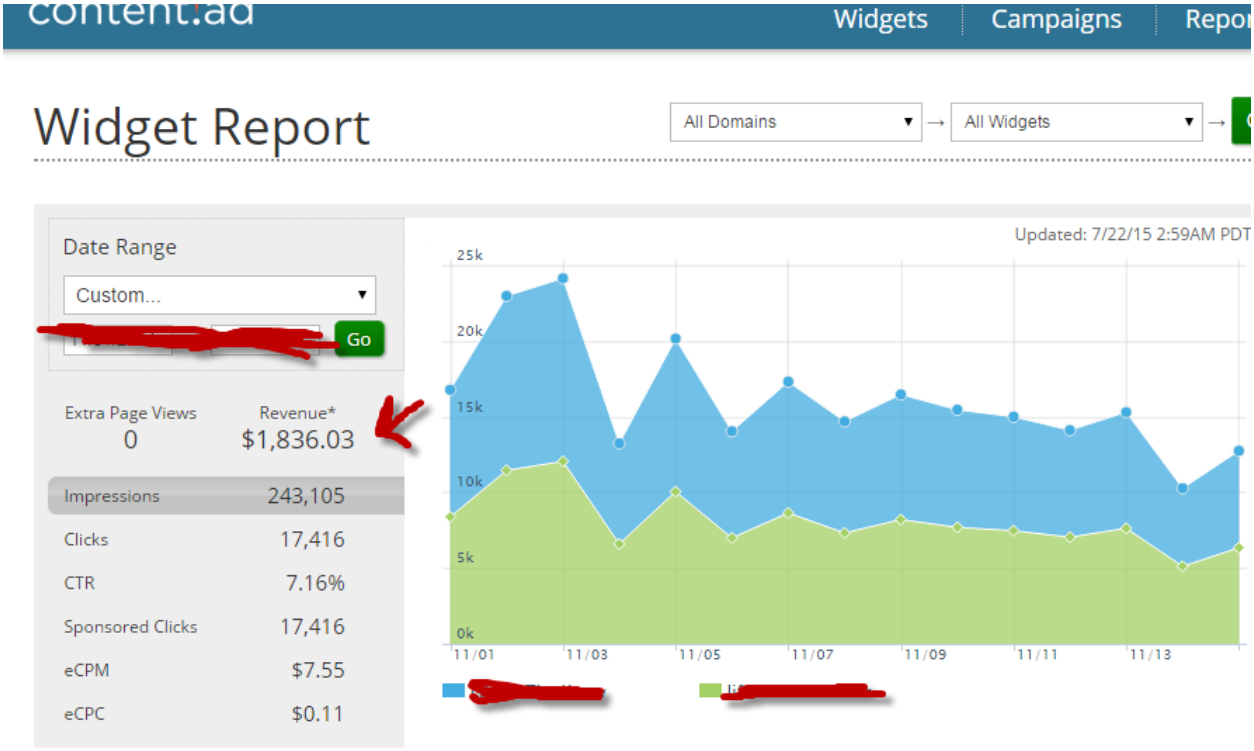
If you look at the first url channel you will see that it got 91,064 visitors and 10,666 clicked on an ad which resulted in me earning $3,140 on that post.

I paid 3 cents per visitor from Outbrain and Taboola at a cost of $2,731.00

That left me with a profit of $409.00 from Adsense alone.

This is awesome because remember I am also earning from Content.ad and Disquss.

Content.ad earns much better so let's have a look at the average earnings for the site during the same 2 week span.




As you can see on Average 7.16% of people who visit my site clicks on a Content.ad story which earns me $0.11 per click.

So, from my first post we can say that 7.16% of the 91,064 people clicked on Content.ad which is 6,370 clicks and earned me 11 cents each for a total of $700.00

I made $400.00 profit on Adsense and $700.00 on Content.ad plus a little bit on disquss for a total of around $1,100.00

That's not bad for a post that took me 20 minutes to create and another 20 minutes to add to Outbrain and Taboola.

Now, I have a lot of other posts running as well.

Lots of them are also profitable and some of them aren't.

If a post is not profitable then you just pause it on Outbrain.

If you find a winner then you immediately add it to Taboola as well to get as much traffic as you can.

You only need a handful of posts to be winners in order to make great money with this method.

Set your initial budget to around $5 or $10 per day just to test until you find a winner.

Then up your budget and turn the traffic loose.

Btw, that post I just showed you was a simple post I made by embedding a popular Youtube video and writing a 300 word description.

I hope a lightbulb just went off in your head.

Can you see how easy and profitable this can be? It's all got to do with some basic math.

This is exactly how I grew my site to $6K profit per month within 3 months.

I tell ya, I love paid traffic because I am in control and it is an instant thing. You add your content to Outbrain and Taboola and turn the campaign on.

Within hours you see floods of traffic coming to your site.

It is awesome!

**Free Traffic**

If you do not want to spend money on traffic, that is fine as well.

You can totally grow your site by just using social media sites to promote your content.

This is something I am also actively doing while my paid campaigns are running.

Create a nice Facebook page for your site and also a twitter account.

Start following the other sites in your niche and befriend their followers.

Comment on their Facebook pages and follow their fans on Twitter. Lots of them will start to follow you back and also like your fan page.

Do not go out there and post links to your stuff on other pages.

That comes across as being spammy and it will get you blocked quickly.

Leave insightful comments on their pages and become part of the community.

People will start to take notice of you and like your fan page or follow you on twitter.

Then they will start seeing the content you post on your Fan page and Twitter page.

If you post good content with catchy headlines like I showed you then the people will click on to your site and start sharing your content.

Before you know it you will start seeing traffic and earnings coming in. Then as you go on it will start to snowball and get better and better all the time as more and more people start following your site.

Google will also start sending you traffic once it sees that a lot of people are liking and sharing your content.

They will rank your pages for a lot of related searches on Google which will result in a lot of good free traffic over time.

The thing with free traffic is that it will take some time.

You have to be prepared to stick with it and be consistent for a while until you start developing a following and then you will start seeing results.

There you have it.

Create one of these sites and stick with it for a few months to see how your financial life changes.

I hope you enjoyed this course as much as I enjoyed making it for you.

Talk soon,

Jan Roos