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**Adsense And Autoblogger Pro. Low Maintenance PPC Income?**

**By Chuck Crawford**

Adsense is hot, no doubt about it. So hot in fact that many people are jumping on the bandwagon

with the hopes of getting rich without any clue to what they are getting into. Take a quick second and do a search on EBAY for Adsense sites and you'll see what I mean. The titles of most of these auctions are absolutely ridiculous.... "Make ten thousand dollars a month if you buy a site from me!!!" The list of these cookie cutter Adsense sites goes on and on and on. But can you really make any money by plopping down \$50 bucks on one of these ready made sites?

Sadly, the answer in most cases is no.

First of all, if the person that sold you the site was really making hundreds or thousands of dollars a month from `similar Adsense sites' do you really think he or she would be selling them on EBAY for \$30??? Probably not. Most likely the seller in these cases is just a web designer shooting out as many cheap websites as they can, trying to cash in on the craze. They build the site, you buy it, and the relationship ends there. You now own a website that has zero traffic. Which translates to zero money. And to make it worse, the person you just bought the site from will most likely relist an exact duplicate the day after your transaction is completed. Causing your site to become even more worthless in the eyes of the search engines.

So what is a person to do that really wants to start an Adsense site business?

Well, there are really two paths that you can choose at this point. If you have the knowledge to build and promote your own website or websites then obviously this is the route you should take. But the majority of the people jumping in on the Adsense craze today are people that have zero knowledge in these areas, so where should they start?

Start with a basic knowledge of what it takes for a site to be successful with surfers and the search engines. By now you've certainly heard the phrase `Content is KING'. And it's true. So when considering building or purchasing your first website you should take a look at the content and make a plan to keep the site fresh content wise, for both surfers and search engines. This means that you're going to probably have to update your site from time to time. But how do you do this if you have no

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programming skills or html knowledge?

By far, the best method I've found to date is by using the new AutoBlogger Pro (

<http://www.autobloggerpro.com/>

) script with Wordpress (

<http://www.wordpress.org>

) What this script

does is absolutely fantastic for those that don't want to spend all of their time adding to their new website. The concept is pretty simple. It's a Wordpress blog automatically fed and updated by RSS feeds and unique content posted by the owner of the site. Literally, all of your updates to the site are done by the click of one button. No html knowledge? That's ok, Autoblogger Pro has got you covered. Once the site is configured, you simply login once a day or once a week and click one button. It in turn pulls in all kinds of new, fresh content, and then blends it smoothly into your site. Here's an example of an ABP site that I setup for one of my customers:

<http://www.blogs.pn>

(You can also get information on

where to purchase a site like this there)

The best feature is that you choose the content that feeds your site. It completely optimizes your

content for the search engines, allowing you to also focus on the highest paying keywords in Adsense. And it's going to be completely unique, not at all like the cookie cutter sites mentioned in the first part of this article.

No longer do you have to spend hours each week updating and adding to your content. You are now free to spend all of your time where it should be spent. Promoting. Driving traffic to your website. Which is my favorite subject to discuss. However there's just too much to cover on website promotion to put into an article or two. That's why I have setup a forum dedicated to ethical website promotion. If you would like to learn more on this topic, please feel free to visit us and jump right in:

<http://www.affiliatewebdesign.com>

In closing, choose your path for your online business carefully. Make a plan and then put it into action.

Till next time, Chuck Crawford

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Chuck Crawford is an established expert in web design, traffic development and website financial analysis. He has been helping people design and develop their internet business since 1996. This article may be reprinted freely as long as all links remain active.

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### **Autoblogger Pro, Content Theft Or Innovation?**

**By Chuck Crawford**

First of all, there may be some of you that have never even heard of Autoblogger Pro. So let's examine this new script. Autoblogger Pro is really a very simple concept. It integrates itself into a Wordpress blog and then uses RSS feeds from news sources and blogs to populate the blog with relevant content. For example, if you want to build a blog that focuses on 'Mortgages' then you would simply locate several blog or news feeds that focus on mortgages and then load them into the admin area of the script. Every time the script is executed it will then pull in the RSS feed from all of the sites you've entered, and post them to the blog. In essence, you end up with a blog that contains highly targeted content, blended and unique because it comes from a variety of sources. All maintained by you with the click of a button! (A sample ABP blog can be seen here:

<http://www.dogs.pn>

)

Let me say this now. I am an advocate of Autoblogger Pro and I think that it's a fantastic and logical development of the expected use of RSS feeds. It's evolution people, and I think it's fantastic!

But this morning I was surfing the web and I happened to do a search for Autoblogger Pro to see what other people were saying. To my shock and dismay I found many sites screaming that Autoblogger Pro users are 'content thieves', 'content RAPISTS', 'Scam artists' etc. I found this very disturbing, so I researched a few of their websites to see if their content was in some way being actually stolen. To be honest, I really had to laugh when I looked at most of their sites. Prominently displayed on all of them were buttons for their various RSS feeds, asking for syndication!

What exactly did you expect when you put that feed on your site? RSS is defined as Really Simple Syndication. So aren't you asking that your content be syndicated when you put the feed link on your website??? Of course you are. Either they are too uneducated to understand what RSS is and put it on their sites without knowing what it is, or they are just ignorant or naïve and believe that only a few people with news readers will use the feed.

There's a very simple solution for this if you're one of those people crying foul. TAKE THE FEED

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DOWN. If you don't want your content syndicated, don't put up a feed!

Now there are some responsibilities that must be held by users of Autoblogger Pro, it's a very powerful script, and there are options to use it unethically. When syndicating someone's content you need to give CREDIT to the source. Remember writing term papers in college or high school? You always have to give credit to your sources. Autoblogger Pro gives you the option in it's configuration to give credit and a link back to every post you get from syndication. USE THIS FEATURE. It's only right to give credit where credit is due. If this is done properly, all of those blogs you're getting your content from will stay happy, because they are in turn getting quality links back to their site, from another relevant site, and that in turn helps them in their search engine standings. It may even send them some traffic if your Autoblogger Pro site has some.

Like it or not, syndication of content is what RSS was designed for. If you don't like how your content is being syndicated, don't put up a feed. But if you see the positives for content syndication you'll understand that Autoblogger Pro sites will enhance your site, not detract from it. In the long run you'll be glad to see your content in tons of places on the web!

Till next time, Chuck Crawford

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