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Beat the New Google AdWord Rules with Blogs and RSS

By Brandon

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The latest Google Ad rules did not go down well with most people, who have been depending on it for traffic.

In this article I discuss a possible solution besides AdWords to get traffic, but first let's go back in time and have a bit of a history lesson.

When Google Adwords first came on scene, it was not immediately apparent to most people how to utilize the system to create wealth, until John Carpenter popularised it with his Google Cash system, a book he wrote some time back.

Since then, Google Adwords has become one of the main traffic generation tools for most affiliates.

It was the fastest way to generate traffic.

By now, most people would have learnt about the latest Google Ruling on their Adwords' programs

Basically it goes like this:

1) Google will only display two ads for the same website at the same time AND only ads with the best click thru rate,

2) You can remove the three letter word 'aff' from your ads, if you are a reseller.

How do you ensure you are the top 2 ads without having to bid up keywords until your nose bleed?

With this new ruling, there will only be 2 ads displayed at any one time, and only for ads that has the best click through rates.

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The rationale is that there isn't any value add to show multiple ads that all point to the same web site.

In any case, experienced affiliate marketers would probably capture the email address of the person who clicked on the Google Ad, via a mini site or 1 page site, rather than directing the person straight away to the vendor's web site.

That was in the past Before the announcement by Miss Google. You can still do that with the new ruling, but we're talking about only 2 ads being displayed.

So how do we counter the latest 'dance' from Google?

I have a solution which targets two key areas of concern:

1. Offering Value Add content through the use of Blogs,
2. Getting F.R.E.E Targeted Traffic with RSS Feeds,

so that you can get more leads, subscribers and ultimately make more money.

Thousands of blog communities are springing up all over the Net, with READY readers and subscribers who are your potential clients and buyers.

And depending on what you are trying to market (as an affiliate) you can easily set up a blog centered just around the topic which relates to that product, and then syndicate it using Rss to give you F.R.E.E targeted traffic.

My Multimedia e-book shows you excellent examples how to set up one, and how to use it as a lethal marketing weapon. www.marketing-rampage-with-blogs-and-rss.com

Besides it's powerful use as a F.R.E.E traffic tool, Blogs and Rss give your potential clients value add in terms of useful contents.

Since you have to make regular postings to your blog, you need to study the area in which you want to market to (e.g. weight loss) and provide good value add information, very much like a 'consultant'.

Which in a way is good for anyone wanting to build a sustainable business and stay in the 'game' in the long run, as you begin to build your own list, and cultivate the relationship with your readers and existing clients.

When Google Ads came onto the scene, people who took advantage of it, like Chris Carpenter made quite a nice sum of money.

The same thing goes for blogs and rss. You want to get in now, when you have the advantage. And if you still don't have any feeds running, you're really living *lots* of money on the table.

If you would like to know more how to unleash the power of blogs and rss, kindly visit www.marketing-rampage-with-blogs-and-rss.com

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Blog And Ping – The Basics

By Scott Trimble

Blogs and ping are the most frequently used words in the IT sector today. These two words are on everyone's lips today. So why are blogs and ping getting so much importance today? Blogs and ping can get you very good profits in the wrong run. So what exactly are blogs and ping?

A blog is a website where members can discuss online their views on a particular topic. There are some blogs that are general in nature where people can discuss anything and there are blogs on which you can discuss only on a particular topic. However it is advisable that when you start a blog it should not be generalized but it should be opened on a particular topic. For example instead of starting a blog on the Information Technology you can start a blog only on Microsoft Technologies. There are a lot of blog softwares that you can use on your server and then run it independently.

Blogs are increasingly used for SEO marketing. Through blogs you can advertise your internet site on the blogs. Blog and ping is a process through which you can post a snippet of information from your site to a blog to increase your SEO. When you post snippets of your website information on the blog, search engine sites like Google and Yahoo will find it more easily. The search engine will be able to track your site more easily due to spidering and indexing. You can blog and ping only very important information from your site and not all information. You can also rent links to your site which makes the work of spidering easier for search engines. There were many aggressive marketers before who used to blog and ping all their web pages and that also repeatedly. As a result the search sites termed the individuals spammers and then banned their websites from ranking.

So how is blog and ping done successfully? The tasks can be easily done with the help of softwares like Wordpress and RSS to Blog. Using these softwares you can submit your links to over 50 blog directories at a click of a button. You can download Wordpress and RSS to Blog and then install them on your computer. Once you have installed the programs on your computer you should them customize them according to your needs. Then you should create a list of links from your site that will use in the blog sites. You can do this automatically using RSS to Blog. You can save these links for future use also so that you don't have to enter the list of links all over again. You also have the ability to add more data to RSS to Blog from external sources. The list of blog entries are automatically modified when you make more entries.

Hence we see that blog and ping are one of the best methods to make your website more famous in the search engines. You can use them and also modify their configuration according to your needs.

Scott Trimble is a partner in the search engine software firm HalfAgain LLC. Check out their latest

creation and Google's most dangerous enemy here –



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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!