

How to beat the Google Sandbox AND make money at the same time

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**How to beat the Google Sandbox AND make money at the same time**

**By Rob Sullivan**

I stumbled across this quite by accident. I knew it was there because I'd seen it before but I forgot about it until today.

So I did some checking to see if it still does work and based on my limited test it appears that it does.

What I'm about to explain to you may not only help get sandboxed sites indexed and ranking quicker, it can even make the site owner a little money.

I've been blogging for a few years now. I started it as a hobby and the blog I had was actually a blog before there were blogs. In other words I was blogging with a regular website.

Then a friend turned me on to Movable Type. It is a software which allows me to automate the publishing of content on my website.

I was having problems getting my website/blog indexed by Google back then this was about 3 years ago.

It was also around this time that I heard of a new program called Google AdSense in which one could place code on their web pages that would display ads, and the website owner would earn money on every click.

I thought what a cool idea so I immediately applied for an account. 48 hours later I was placing ads on my blog.

Shortly after this while reviewing my server logs I noticed that I was getting Google referrals! That's right, within days of placing the ads on my site, it had been fully indexed by Google and it was actually ranking quite highly for terms related to the content I was posting.

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I couldn't believe my luck. Here I thought all I was going to do was make a little money on the side yet I found that the AdSense may have actually helped get my site indexed.

Remember, this was before the Sandbox, but it was a time when link popularity ruled the web. But since it was only a hobby I wasn't worried about building links. Because I already had a few loyal readers, I wasn't trying to position this site.

Flash forward to December 2005 and a friend asks me to help him set up his own blog. Actually he wants two of them each with their own topics, and both very different in nature.

I consult with him and on February 1, 2006 we register two brand new domains for him.

He proceeds to build out his blogs and as he's doing this I suggest placing ads on them. At the time I wasn't thinking that it would help with indexing, just another way to increase exposure of the ads to

generate more revenue for me and him.

We agreed to split the money and he placed the ads on the two new sites.

I didn't think much of it until his visitor traffic started going up. He also placed Google Analytics code on the sites and gave me access to them so I could take a look to see where all this traffic is coming from.

Turns out, he's getting a few Google organic referrals.

Imagine that: Two brand new sites, both less than one month old, with no incoming links, but somehow they have managed to sneak out of the Google Sandbox in 3 weeks?

Imagine my surprise, considering I have another site that I started over a year ago, and have been dutifully building content and links, yet I can't get it out of the sandbox. In fact, the current Google cache is of pages that no longer exist, and haven't for months.

My explanation, however out there it seems to be is that somehow the Google Ads have allowed the site to bypass the sandbox and move into the index almost immediately.

The first Google organic referral came last week, just two short weeks after the site was tagged with the Google AdSense code. Since then, both sites have received a handful of Google organic referrals.

Based on this very small and somewhat limited test case, my gut is telling me that one way out of the sandbox and into the SERPs is to apply for and install Google AdSense onto your site.

At the very least you'll make some money maybe not a lot, just a few dollars a month (Google only pays out in \$100 increments mind you, so it may take a while to get that first Google check) and the best case is that you'll bypass the sandbox, get indexed quickly and even start driving organic referrals

to your site.

Like I said, this isn't anything near a scientific study but it seems pretty clear to me that what has helped these two sites become indexed so quickly are the ads.

So if you're stuck in the sandbox, perhaps applying for AdSense is a good idea.

I know I'm going to be placing ads on my other site to see what effect (if any) it has. My guess is that within a few days it too will start ranking.

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trusted leader in building long term rankings through safe and effective link building. Please provide a link directly to Textlinkbrokers when syndicating this article.

## **Google Sandbox Tips**

**By John Lessnau**

At LinkAdage [

<http://www.linkadage.com>

] we get many questions on the Google sandbox. Here is a

Q & A we've put together:

Q - How do I know if I am in the sandbox? A - If your site is indexed by Google yet you do not rank in the top 1,000 for any of your main keywords, you are in the sandbox.

Q - Are there ways to avoid the sandbox? A - The only sure way to avoid the sandbox: Buy an existing site in your category that is not in the sandbox and slowly change the content and add new inbound links to the site to make it your own.

Q - Too late to buy a new site, I am in the sandbox, how do I get out? A - Add new content and links to your site each month until you get out in 6 to 18 months. While you are waiting, if the ROI is there, buy PPC ads.

Q - How does the sandbox algorithm work? A - No one really knows for sure but here are the two main theories:

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\*\* Links pointing to your site gain more value the longer they are pointed at your site. Therefore, since new sites will only have new links, they will be in the sandbox by default while their links "age".

\*\* After a site is first indexed by Google a sandbox clock is triggered. Variables like content update frequency, site category, and quality of links pointing to your site will change the length of time you are in the sandbox.

Q - Will it help if I use a domain that I registered before the sandbox effect started? A - No. It's not when the domain was registered, it is when your site first gets indexed that's important.

Q - Any other Sandbox tips? A - Yes, if you have a bunch of website ideas that you may implement one day in the future, get the domain up and running today. Create a few pages of content, point a few permanent links to it and forget about it.

Then when you decide to work on your new idea two years from now you'll have an established, indexed domain that is not in the sandbox to work with. If you decide you don't have the time to mess with your website idea, sell the website. Indexed non-sandboxed sites have a lot of value to people who understand their real worth.

John Lessnau, the CEO and founder of LinkAdage, the first market driven text link advertising center. We invite you to visit our website at

<http://www.linkadage.com>

to learn how you can make extra money

buying and selling text links on your websites.

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