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How to “Make Money Now Online” with “Affiliate Article Marketing”

A Resource for the Home-Based Entrepreneur

- How to choose an effective keyword/phrase for your article
- How to get your article seen on the 1st page of Google
- How to get buyers from your article to your website

The secret to success is to (1) write your article around a keyword that some people are looking for, but not too many, and that has some competition, but not too much; and (2) choose a publisher with the highest possible page rank for your purpose.

Hello, Everybody ...

The other day, a friend of mine sent me an **SOS**. What he's trying to do is to *make money now*

online using *affiliate article marketing*. (Note: For educational purposes, these two keywords/phrases will be italicized in this article so you can see where and how often they occur.)

My friend is having trouble sorting out all the things he's supposed to do in that regard, and the order in which he's supposed to do them, so he appealed to me for help. I'm no "guru" on the subject, but I have had a few things published, so I shared with him what I have learned, as follows:

When we key into Google a phrase like -- *low-fat bacon* -- we get all the results for the word "low" and all the results for the word "fat" and all the results for the word "bacon" and all the results for various combinations of these words ... totaling 1,290,000, in this case.

When we put quotes around it -- "*low-fat bacon*" -- we get all the results for just that one particular phrase ... totaling 4,180, in this case. And what this tells us is that there are 4,180 websites that have this particular phrase on them.

The reason we want to know this is, if the number is small enough, then there is some hope that an article we get published in EzineArticles, say, or AssociatedContent, or any other article directory, will actually get shown on page 1 of those natural search results ... free of charge!

Mind you, if a searcher doesn't put quotes around the phrase, then our article probably won't get seen by that particular searcher because there are so many millions of competing results for it, but lots of people do put quotes around their search terms because they want to pull up all the good stuff, too ... all the best results, in other words. Also,

there are exceptions to the rules of thumb as to which articles get seen and by whom.

For example, if you type the word -- [blastomatic](#) -- into Google, you will see that there are 16,500 results. Despite this, a blog post I wrote way back in October of 2006 is still in the #2 position on the first page. Every now and then somebody pops into #2 ahead of me as a result of some tricky-dick linking strategies, but it never lasts. Eventually they disappear, and I'm back up in the #2 spot just as before.

I admit that I don't perfectly understand what is happening, here, but my guess is that "content is still king" and that sooner or later the cream will rise to the top.

I don't mean to imply by this that there is anything especially remarkable about what I wrote in that post ... unless it is the fact that it is 2,800 words long!

I'm simply pointing out that, while normally you wouldn't expect an article to climb over much more than 5,000 results to get to the 1st page, there are exceptions to that rule of thumb, and this would seem to be one of them, since it has climbed over 16,500 results. (Note: This is another way of saying that, if you want to increase the probability that your article will get seen, then what you do is write it around keywords/phrases like *make money now online* or *affiliate article marketing* which have much less competition than, say, "money" or "affiliate".

However, according to the [Overture Keyword Selector Tool](#), "blastomatic" was only searched on about 40 times last month. Even if you multiply that by a factor of 8-10 for Google, you still only get about 300-400 searches, and this may not be

enough for what you have in mind. If what you're trying to do is *make money now online*, and if the way you're trying to do it is by *affiliate article marketing*, then you may need to look for keywords/phrases that are searched on more times each month than this one.

But even if this is sufficient search activity for your purposes, there is another matter to take into consideration, and that's the fact that there is only one sponsored ad or paid result on the first page of that term. What this tells you is that the people who are searching on this term probably aren't buying anything but rather are just looking, so maybe it might be a good idea to rethink your plan to target that term and research some other keywords/phrases that are searched on more often, and which have more paid advertisers on the first page, as well, because that's a signal to you that somebody is making money with those other keywords/phrases ... and that somebody might just as well be you!

For example, I chose the term (with quotes) -- ["make money now online"](#) -- because I wanted to see if I could get an article published there. I figured that, since there were only 890 competing websites on Google using that exact phrase, I might stand a chance of getting my article on the 1st page despite the fact that anything having to do with "make money" is fiercely competitive.

As of this writing, there's an entry in the #6 position under that term, [Elizabeth Adams's Content Producer Page - Associated Content](#), so I guess I made it. Also, there's lots of sponsored ads over on the right, so I know I'm in a place where people are spending money, because if they weren't, then there wouldn't be any ads there at all. If I'd known then what I know now, I would

have put my product site [1000perday](#) in my resource box in addition to my theme site [elizabethadamsdirect](#), but all's well that ends well. People are still finding their way to my product site as a result of that article under that search term.

If you type into Google -- "[reverse-margin marketing](#)" -- with quotes and hyphen, you'll see an example of what [Kyle and Carson](#) are talking about with respect to [being first in regard to a particular search term](#). Before my article was published on the 4th of February (my wedding anniversary!), there were exactly 3 natural search results under that term and 0 sponsored results. Now, all the results on the 1st page are mine and most of the results on the second page are mine, too, and the total has grown to 240! The sponsored ad over to the right on the 1st page is mine, as well, but I would appreciate it if you wouldn't click on it. If you would like to see the particular page my husband made for it, then please **right-click** on the top link of the ad, go to "properties", copy/paste the big long Google url into a browser, hit return, and you'll be taken to my website via another route. This is a good thing for everyone to remember, that you can satisfy your curiosity as to what an ad is about without costing the advertiser any money in order to do it. Remember: What goes around, comes around. Someday it will be **your** ad that people are clicking on!

In case you didn't notice it, that article title actually has **two** keywords/phrases in it: "make money now online" and "reverse-margin marketing". I did this deliberately because I wanted to see what would happen if I put a "high-competition" term in juxtaposition with a "low-competition" one. I'm reporting here that it had the happy effect of getting my article seen in two

