

Adsense Ready Websites-The Truth You Deserve To Know

Without a doubt, we have all noticed the increasing frenzy about adsense ready websites. Their promoters market them as money making machines. That all you need to do after purchasing them is to upload them to your host servers and Bingo! Money will start rolling in. Some in fact say that their sites will be making you money for years to come. Nothing could be further from the truth. As I have said elsewhere in my articles, the only way to benefit from adsense is to have sufficient traffic to your website and so enough clicks to earn you a decent return, period. It is no good buying an adsense ready website and uploading it if you haven't figured out how to get traffic to your site. This is the single most important thing to consider, traffic. Traffic can be obtained in two ways. One is by using adword campaigns to drive traffic to your site. Remember with adwords, you are paying for every click that you receive. This is equivalent to buying traffic. Now with adwords, you need to be careful not to spend more than you are making with adsense. You must know what you are doing.

The second option is to work on building a search engine friendly website. This will cause your site to be indexed and ranked well by search engines. This is the most feasible way to drive traffic to your site. The whole idea here is clever search engine optimization (SEO). This has to do with developing a website that is both friendly to visitors and search engines. So the biggest question now in this, "Do adsense ready websites pass this test?" Search engines like Google value content. If you don't believe me try to conduct a search on any topic using Google. Chances are that most of the sites CONSISTENTLY ranking high on any topic are those with real content. If you cloak your way up the search engine rankings, it will only be a matter of time before they catch up with you. Google explicitly warns, 'Make pages for users, not for search engines. Don't deceive your users or present different content to search engines than you display to users, which is commonly referred to as "cloaking."'

Now imagine you have bought an adsense ready website, I do the same and some one else does the same, can you see what happens here? Content duplication it is called. My advice is, stay away from this. Unless you know how to modify such websites so that they look unique, be very careful. Here is what Google says about content duplication, 'Don't create multiple pages, subdomains, or domains with substantially duplicate content.' So it is up to you. Once again as I said, as and when you do buy an adsense ready website, don't just upload it as it is because some one else has probably already uploaded the same site and it has been indexed. Your site will be caught in the duplicate content filter and it will never see the light of the day. Add some rss feeds if you can, just try to make it look different but relevant. Lastly, here is a priceless advice from me and it is that the only way to win friends with search engines is to develop a website that is unique and rich in content and one that follows laid down guidelines. It is always safe to play it clean.

About the Author

Nyasani Gitaa is an EzineArticles expert author and has written articles on adsense. Visit his site <http://www.mwagitaa.com>

Source: <http://www.articletrader.com>