

Questions regarding your WP sites

Posted by ger81948 - 2010/03/12 10:58

Hi Carty,

I have a couple of questions regarding how you do your WP sites. What theme do you use or recommend? I'm using themes that I bought from Mark Mason that are set up for adsense and WP but they seem to be designed more for a few posts and then a lot of articles in directories linking back to the site. Maybe these are okay with your method. Here is an example:
<http://www.makemoneytradingforexblog.com/>

Do you also write articles for directory submission? It seems that your main emphasis is on regular posts with the software and building links with social bookmarking, etc. I'm not thrilled about article marketing but usually that is part of getting backlinks.

Last, I've found that so far the Spanish sites that I've used for content have delivered content that was bad when translated and basically makes no sense. Have you found that content from English sites tends to be less in need of changes. I know that the emphasis is on quantity but Google doesn't seem to rank bad content highly. Thanks a lot,

Jerry

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Re: Questions regarding your WP sites

Posted by Carty - 2010/03/12 12:29

Dear Jerry,

In my opinion, every theme is a good theme. You must actually make every theme to achieve your goal: Make your visitors click on the Ad and ultimately make you money!

I had a brief look at your site and the current placement is just fine. A large ad block that you have above the article is perfect. The ad block that you have in the right side-bar will get VERY low CTR. Consider removing it. There is no point having an ad block that doesn't attract any clicks and when you have lesser ad blocks, there are more chances for your clicks to be highly priced because the revenue per click is shared among all the ad blocks available on your site.

I would suggest you add a horizontal banner at the end of your post instead. In the right side bar, you can have an image ad with affiliate link. You can find a lot of products in your "Forex" niche on Clickbank.

Also, another technique to boost your revenue is to increase the height of your header image so the article is actually not displayed to the user until he scrolls down. This is an ultimate tip and I have seen people charge about 20 bucks to reveal this. Doing this will grab your visitor's attention first to the ad you have below the title. They think that it is the content as most people don't scroll down at first. I have had the CTR double up using this technique.

Even if you could not increase the height, I would suggest you to add another affiliate linked 728x90 sized

banner image at the top, right below the header. More \$\$\$:)

Again, in addition to the banner, when I quickly looked at your Stylesheet, the header is with margin: 0. Change it to margin-top: 25px; This will put some empty space at the top and makes your theme stand out.

You can also try having a different background. The blue one doesn't match well with the green theme of your site. You could also have a plain gray background.

Try my tips and you will immediately see your Adsense revenue shoot-up.

Coming back to the Spanish translated content, don't worry on the readability. We're not building sites to educate someone but to earn money. We want them to click on our ads and make us money. Else you won't be having adsense at all! So as long as you have some content stuffed with keywords in the right density, it will get good SE ranking and \$\$ to your account.

For promotion, everything works. Article submissions are best as it gains you quality back-links relevant to your content. Social bookmarking also helps. Use OnlyWire to submit to multiple sites at once.

Hope these tips will help you earn more from your website.

Regards,
Carty..

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Re: Questions regarding your WP sites

Posted by gandensang - 2010/03/14 03:42

thanks carty you are all the best

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Re: Questions regarding your WP sites

Posted by Barry - 2010/03/15 13:16

My question is more of a practical seo question about domains and wordpress sites.

I have a couple of ad-free free hosting accounts which I can install unlimited amounts of subdomains and WP installations (and the sql databases) for free.

This means that I will be able to choose the exact keywords for the domain url. For example, one hosted domain is iblogger.org. So if I wanted a site about apple ipad I could have 'apple-ipad.iblogger.org'

My question is; is this OK for seo and ranking purposes? To my mind there is not a great deal of difference to this and .blogspot.com as the pagerank from blogger does not carry through but what are your thoughts.

if you think this is OK, then it makes it just as easy and cheap (free) to add WP blogs as it is blogger

blogs. :)

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Re:Questions regarding your WP sites

Posted by Carty - 2010/03/15 21:39

Dear Barry,

Yes, logically it makes no big difference to blogger.com or a ton of other free blog hosting sites. You can of course install unlimited number of WordPress blogs on sub-domains. If you have seen my other post where I show an example of blogspot blogs ranking #1 for very highly competitive terms like "make money online", you may understand that Google does not care about the sub-domains and will focus on individual links.

However, I did find a slight improvements in search rankings when I have the main domain focused to all the sub-domain niches under it. Because, Google may think of this as a highly authoritative sites. You can look at the top sites following this strategy.

Ultimately, it is the individual page that ranks for a keyword even before the main domain gets ranked. And the chances for the later gets high when the individual page (sub-domain) and the main domain are related to the same niche.

Regards,
Carty..

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