

# FOLLOW ME TO ADSENSE

FOLLOW ALONG. SEE MY REPORTS.  
BUILD YOUR OWN ADSENSE SITE.

BY ERICA STONE



Step-by-step  
instructions of  
everything I do so you  
can do the same.

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# Email 1

What exactly is AdSense?

It all starts with Google. You know them as the most popular search engine in the world.

But did you know that Google's #1 income source actually comes from **advertising**?

Businesses pay Google to place ads for them across the web (*Google Ads*).

Google pays content publishers (website owners, app creators, etc.) to embed some of those ads in their content (*Google AdSense*).

The content publishers get paid when someone clicks on one of those ads.

How much you get paid per click depends on the ad itself. Some types of ads and niches earn more per click than others.

Google offers a calculator to help you understand the potential AdSense Income for any region and niche (<https://www.google.com/adsense/start/> - just scroll down on that page a bit):

North America Autos & Vehicles

[Try a different content category](#)

Monthly page views ⓘ 675,624

Your potential annual revenue

This is an estimate and should be only used as a reference.

\$ 1 0 0 , 8 5 7

[Get started](#)

As a website owner you open a free account with Google AdSense. Upon approval you then choose some settings, get some code, and put that code on your website in order for ads to show on your website.

There's a lot more to it than that, of course, such as rules that you need to follow, content expectations from Google, restrictions on site topics, restrictions on ad placement and more.

**That's where Follow Me to AdSense comes in.**

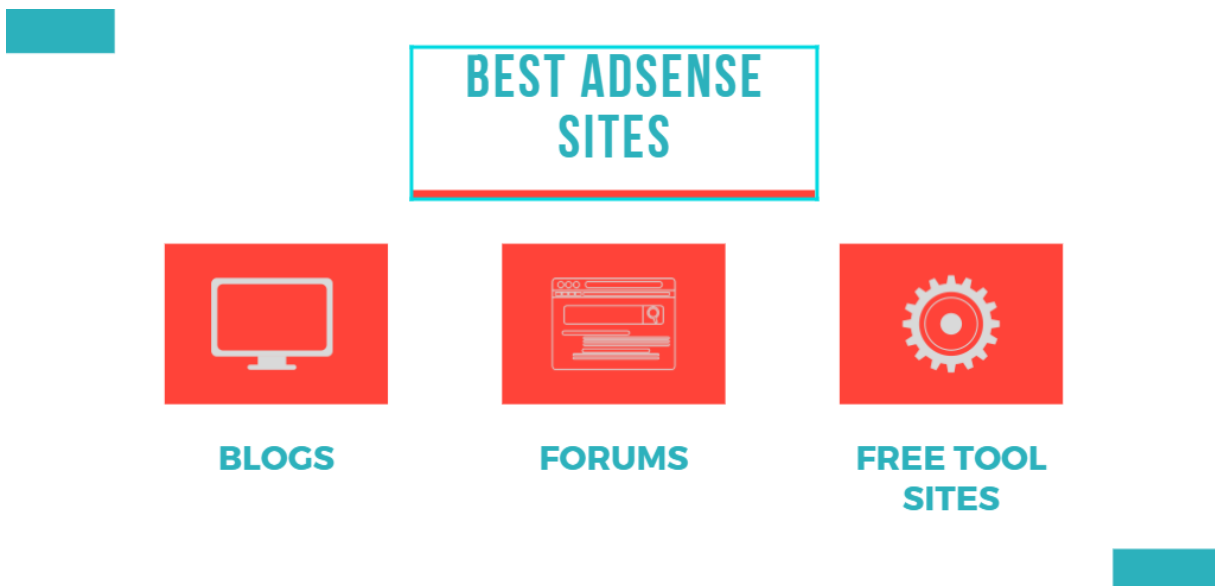
You'll learn how to walk through the steps, adhere to the rules, and build a site that can make money from visitors clicking ads on your site.

## AdSense Site Types

Any time you build a website you should first think about the topic of your website – your niche.

Google makes it clear that some kinds of sites perform better with AdSense than others.

That's important feedback because if anyone has the information to know it would be Google!



We're going to focus on blogs. They're easier to create and there are plenty of niches around which one could build a blog.

Yes, that means you are going to build a blog about something.

## Niche Choice Matters

If you've taken one of my courses before you already know that I preach about niche choice.

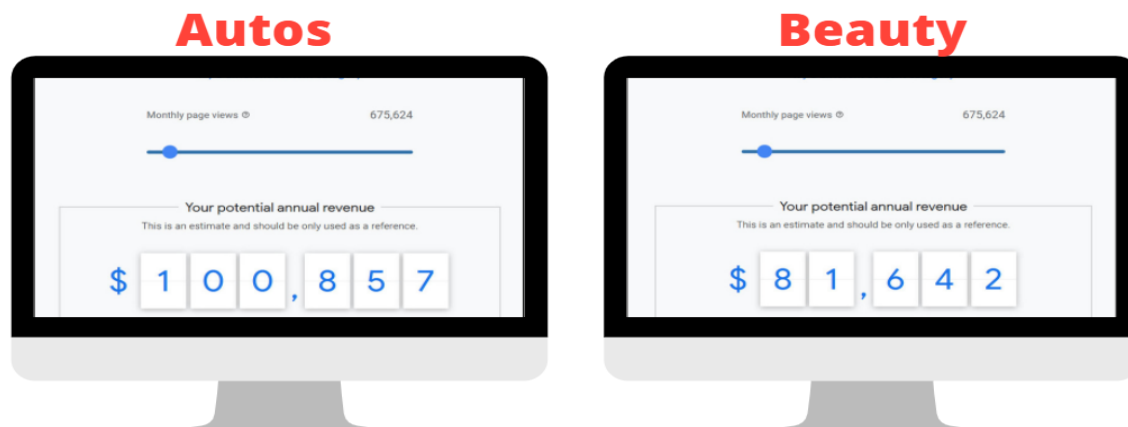
If you want to succeed online your chances are much higher if you choose a niche **YOU** enjoy and/or have a strong desire to research and learn.

If you choose a niche only because you think it will make a lot of money then you're going about this all wrong.

You'll quickly be in over your head. You'll have a hard time connecting with your niche. You'll become easily frustrated or bored and you'll stop building your site.

But there's another reason that niche choice matters when it comes to building an AdSense site and that is that **some niches have higher paying ads than others**.

You can see this in the Google AdSense calculator tool I shared above. A blog in the beauty niche had a potential annual income almost \$20,000 less than autos and vehicles with the same monthly visitor count of 675,624.



This means that if you have a list of topics you're considering for your blog because you're truly interested in those topics you might want to choose the one that has the highest income potential.

## Going Narrow

We saw that the Google AdSense calculator showed a number of categories but suppose you really are interested in Autos & Vehicles and you decide that's going to be the niche for your website.

That gives you one piece of the puzzle but that's a very broad niche.

When you go to write your first post what would you really write about? Your first car? Your son's car? Every car? Your dream car?

You need more than just a niche.

You need a **narrow topic in the niche**.

If you start with a narrow topic within your niche you'll rank more quickly in Google, you'll create more related content, and you'll have an easier time knowing what you should write about in each post.

Let's take that Auto & Vehicle niche as an **example** and come up with subniches that could be the topic of a blog.

### **EXAMPLE 1:**

*You've been sitting on an old '68 Chevy Camaro for years. It's a project car that you've hung onto but haven't restored. You could start your restoration project and every step you take is covered in a website with your own how-to and before/after images.*

### **EXAMPLE 2:**

*You're a fiend about cleaning and maintaining your own vehicle. You can't stand even a spec of dust in an air vent and have an extensive*



*collection of car cleaning tools. You could blog about how to clean and maintain every part of a vehicle using images of your own vehicle, cleaning tools, and cleaning space in your website posts.*

### **EXAMPLE 3:**

*There's nothing you enjoy more than going to every local car show in your area (well, before and after the pandemic!). You know which kinds of vehicles are shown at which shows, how to find all the upcoming related events, and take pictures every time you go. You could blog about local car shows, share your photos, and connect with those in your area who participate in these shows.*

## **Niche Ideas**

With enough experience I can come up with niche ideas all day long. Maybe it comes with practice but I know that it can be a challenge for others.

I don't want you to be stuck on this step so I've come up with 50 blog ideas.

You can either choose one of these or use them as inspiration to come up with your own. At the very least these should be good examples of the kinds of subtopics I suggest for an AdSense site.

Please read about the kinds of content that AdSense does not allow so you don't choose a niche that won't work with AdSense:

<https://support.google.com/adsense/answer/9335567>

## **Arts & Entertainment**

1. **TV Show Fanatic** – Are you a major fan of a CURRENT TV show that has a large following? You could write posts about each episode, about each character, about each actor, and about any fan events. Include any mistakes you might have noticed, how each episode made you feel, and talk about where you think the storyline might go in future episodes.



2. **New Talent Discovery** – Do you love to find undiscovered stars on YouTube? Do you watch videos of people singing your favorite songs to find the best ones? You could write about the best talent you find in these videos. Learn their backstories. Try to connect with them to do interviews. Help others who love to hear unknown talent find the stars of tomorrow.
3. **Musical Talent** – Do you play an instrument or sing and are trying to do so professionally? You could write about your journey to be discovered. Share your own videos, write about what you do to get local gigs, share your performance schedule, and talk about what you do to improve your skills.

## Beauty & Fitness

4. **Wrinkle Fighter** – I once watched a video about a woman who was religious about her wrinkle fighting routine. She tried every cream on the market and followed a very particular set of steps 3 times a day. If that's you then you could write about the products you have tried, the steps you follow to keep your skin looking young, new steps you've discovered, new steps you've added to your routine and why, and any new developments that scientists are coming up with to fight aging skin.
5. **Dieter** – Are you looking to lose weight but have put it off? Start your journey and write about every step, challenge, set back, and strategy you try. Share your results. People love to follow others who are doing something they, too, hope to accomplish.
6. **DIY Nail Polisher** – Don't tell anyone but I love finding new nail polish ideas and trying to do them myself (and I have very little artistic talent!). If you regularly paint your own nails you could blog about the polishes you try, the designs you find on sites like Pinterest and Instagram, how you tried to do copy the idea on your own, what your results were like, what nail art ideas you come up with on your own, and the process you go through to deal with broken nails, messed up polish, and nail filing mistakes.

## Books & Literature

7. **Book Collector** – Do you haunt used bookstores looking for rare copies of the classics? You could write about your collection, where you found each item, what you hope to find next, and the best sources for rounding out your collection through online tools.

8. **Writer in the Making** – If you have a talent for writing and are working to get published or using online tools to self-publish you could write about your work. You could write posts about what you're working on next, classes you've taken, what you've learned from others, how you organize your day to fit in time for writing, how you come up with your storylines, how you publish and help others who want to do the same.
9. **New Author Specialist** – Do you consider yourself a good judge of writing talent? There are lots of authors using Kindle to publish their own work and many of those new authors offer free books to help them get discovered. Amazon has some rules about promoting free books but you could write reviews of new authors, help others find the best free books to read from Kindle and use AdSense as the method of monetization for your site.

## Business & Industrial

10. **Product Display Expert** – Have a special skill in knowing just how to best display items for sale in brick and mortar stores and online photos? You could blog about all the tips you have, show before and after images of display options, write about how to take the best product images, and help small businesses improve their own displays.
11. **HR Pro** – If you have experience with today's hiring environment you could write posts that help people find the perfect job. Write about online job finding tools and how to best use them, write about today's trends in resume formatting, and about interviewing techniques and strategies.
12. **The Engineer** – I've always wanted to learn to use a 3D printer. I know there are brainiacs out there who not only use them but have lots of ideas for how they could be used to improve the future. If that's you then you could write about all those ideas you have, write about your own printer, write about the challenges you've faced and how you overcame them, and write about all the cool ideas you think businesses should be exploring for using technology to improve production and product options.

## Computers & Electronics

13. **DIY Techie** – Do you build computers for your family and friends? My son worked with a coworker to design the exact computer setup

- he needed/wanted for playing a particular set of games. If you have that kind of skill set you might find you make more by writing blog posts that help others do that very same thing for themselves.
14. **Drone Flyer** – Drones come up in the news a lot! If you're passionate about drones and taking aerial footage you could write about the drone you use, the things you film, what beginners should know, and how to get the best footage.
  15. **Smart Home Blogger** – If you spend all of your free time tricking out your house with the latest technology so you can make scrambled eggs without lifting a finger you should be blogging about that! Write about all those ins and outs that us regular people don't understand. Help people learn how to start small and make improvements to every feature and room in their living space.

## Finance

16. **Investor** – There are lots of investing websites out there already, certainly, but people love to follow those who share their personal story and figures. Maybe you're 50 and haven't started saving for retirement. Make it your focus and write about everything you read, study, and do to turn your situation around. Make it personal.
17. **Saver** – Are you the king or queen of frugal? This is another topic where people like to read about money-saving tips from others. Every time you do something that saves a single penny it should become a blog post. Write about how you save money on utilities, housing, car expenses, food, and more.
18. **Side Income** – Do you do something to make money on the side? Write about it. What is it that you do? How did you get started? How can others get started? People want to know how to do the same and would love any tips you have to share. Write about how much you've made, how you get the jobs or sales that pay you money, and show your results.

## Food & Drink

19. **Pie Maker** – If you love to make pies become the ultimate pie blogger. Write about every recipe you try, show every pie you make, and write about all the tips you've gained over the years.
20. **Recipe Creator** – No recipe is good enough for my husband. He must tweak it and make it his own. If he liked to write he could certainly blog about everything he does in the kitchen, take photos,

and share his own recipes. If you're coming up with them anyway why not blog about them?

21. **Local Restaurant Blogger** – if you live in a big city with lots of restaurants and you love to eat at every one of them write about where you go and how well it was. Write restaurant reviews. Write suggestions for improvements. Write about what your local restaurants are doing to survive through the pandemic. Write about new restaurants coming to the area. Write posts that suggest the best restaurants in your area for those visiting from out of town. Take pictures of your meals and include them in your posts.

## Games

22. **App Addict** – Is there a cell phone game app that is highly popular and at which you excel? If the app is really popular (*and you can often tell based on the number of downloads and/or the number of followers on the app's Facebook page*) then you should write about it. Write about all the tips you use, about changes to the app, about how to score more or rank higher, and show your screenshots or your own gameplay video.
23. **Gaming Competitor** – If you compete in an online game of any sort and the game is highly popular write about your experience. You could write about how you got started, how you entered competitions, show your game play, and share all the tips you've learned to help others play better.
24. **Game Clubber** – If you enjoy any game that is popular enough to have local clubs (chess, for example) you could blog about that game. Write about strategies, tips, club events, news related to that event, equipment used in the game, the history of the game, and everything you do to practice and improve at the game.

## Health

25. **Personal Illness** – If you suffer from an illness that lots of others have to deal with, as well, journaling your story can make for a very helpful blog. My father has psoriatic arthritis he developed in his 20s – an unusual age for this particular illness. He has spent his life learning to live with his condition and managing doctors to best help him. A blog sharing those kinds of insights and tips could really help others who suffer from the same condition.

26. **Behavior Change** – Have you struggled to make health changes? Maybe you are trying to quit smoking or you have a habit of trying to make one change a month? I have a family friend who makes a New Year’s resolution every January and *actually sticks with it!* One year they gave up ice cream FOR THE WHOLE YEAR. Can you image a blog about New Year’s resolutions where each month the blogger tackled a new challenge? I can!

## Hobbies & Leisure

27. **Activity Parent** – Do you have a child who participates in a sport or hobby that requires lots of work on your part? You could write about everything you have to do as a parent in this situation to survive. Write about how you manage schedules, save money on equipment, contribute to any team events, and write about all the competitions or challenges.
28. **Your Hobby** – If you have a hobby that you regularly enjoy you should be blogging about that hobby. Everything you do related to that hobby can easily become a blog post. Whether you sew, crochet, knit, make homemade cards, refinish furniture, make furniture, or grow a garden you have the makings for a great blog.
29. **Picnic Planner** – When we can get out and about again families are going to looking for doing things we haven’t been able to do since the pandemic started. Simple things like picnics and outings. If you love a good picnic then you could become the go-to blogger about how to plan any kind of picnic – family picnics, kid picnics, romantic picnics or event picnics. Write about food, organizing, packing, planning, invitations, and locations.

## Home & Garden

30. **Remodeler** – If your house is your constant project and you’re always redoing one room after another or if you’ve just bought a house where you are planning on redoing every room then every project you tackle is at least one (but probably many more) blog posts. My husband wants to redo our bedroom closet. The number of post topics we’ve already uncovered without having touched the closet yet is pretty amazing. How to measure the space, how to figure out drawer vs cubby vs hanging rack needs, how to decide on the materials to use, how to choose colors, listing our wants, drawing the final plan, and calculating the materials expense would all be

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