

Hi, this is Mike Liebner of the Article Underground Content and Traffic System, and I'd like to welcome you to my special report on how **words = money!**

In this report I will show you how by using the right words on your web pages, that you can build long term real content web sites that bring in exceptional profits!

Using articles such as those from <http://www.ArticleUnderground.com> can help webmasters and internet marketers save time and quickly and easily build keyword dense web pages resulting in search engine friendly web sites that can be highly profitable.

While the focus is on earning AdSense tm click money the techniques and information presented can also be applied to building web sites for selling products and services.

Before I get to the words in this report, let me first direct your attention to the excellent Multimedia Library that is included free with this Special Report!

We've got some video and audio contributed by some of the greatest minds in internet marketing! The video and audio files are very powerful!

I'll list a few of them here, but would like to direct you to the MULTIMEDIA LIBRARY URL, which will always contain the latest AUDIO and VIDEO files for this report!

> Neil Shearing, Leslie Rohde, Michael Cheney, Sherman Hu, Erik Holmlund and more!

The video library will always have the latest updated files at this URL

<http://www.articleunderground.com/special-reports/words=money.html>

Check in once and a while to see what's new! I'll be adding stuff!

OK, now it's time to get heavy into WORDS and how they will make you money!

WORDS can truly equal MONEY!

Since I now have your complete attention I would ask that you look at and digest the core principles of my personal web publishing system:

1. BUILD PAGES

2. GET LINKS

Write those down... Everything in this report supports those two primary tasks and are what really make web publishers successful. Remind yourself often!

And as you will see WORDS will play an integral part of how much success you are to enjoy. Put the right words on your pages and you will have a much greater chance of achieving success, than if you simply put up any old words and hoped for the best.

The quality of WORDS are directly proportionate to the level of success you can achieve!

Quiz Time:

What are the two core principles???

1. BUILD PAGES

2. GET LINKS

OK... Let's let that sink in real deep, because in order to become really successful you'll need to focus your efforts on those two tasks as often as you can. If you forget much of the other stuff that's ok, as long as you remember # 1 and # 2!

May I ask you a question?

Do you want to build web sites that make money by people clicking on AdSense tm ads or buying products and services???

OR

Do you want to build web sites for reasons OTHER than making money???

It's important that you answer this question honestly, because if you have intentions other than making money from AdSense tm or Affiliate Programs, the information in this report may not apply to you.

This report is NOT about creating ART or CHANGING PUBLIC OPINION.

It's about making money!

If that concept offends you or you don't believe it is possible, please **STOP!**

This report will help beginners and seasoned web veterans alike make the connection between using content as it appears on web pages and the potential to earn profits based on getting traffic to those web pages. I will show you in clear and concise simple language how anyone can start a web publishing empire and simply by creating web sites with real content you can earn a healthy income. With commitment this income can grow to many times that of the typical internet marketer who may be stuck in "over analysis paralysis" mode.

I will show you how simple this "web publishing" business can be and how efficiency and a focused plan can help you spend your time doing the right things, rocketing you towards success while others will insist on over analyzing themselves into "over analysis paralysis".

The choice is yours... A or B...

- A) Move Ahead Now
- B) Wait till it's perfect to start (which may be never)

In this report you will learn that sometimes by simply DOING you can be far more successful than by OVER PLANNING, WAITING and DOING EVERYTHING PERFECTLY!

Perfection is a noble goal, but in this business it's all about ACTION! I will show you ways to take ACTION and get the ball rolling! The momentum and lessons you learn along the way will help shape you into a web publishing success story!

My goal is to motivate you to take action!

All the planning and research in the world will not be nearly as advantageous as the real life lessons you will learn by DOING and by analyzing YOUR OWN STATISTICS! I will show you how by tracking your own performance and statistics from web sites and pages you have published will be the greatest factor in taking the fast track to web publishing success! (See my video "Words = Money" linked on the library page).

Do you want to do this fast, or are you "in no hurry"???

Are you HUNGRY or are you "happy where you are at"?

If you are NOT motivated you're in big trouble! Motivation is the key to moving forward.

What I wanted to present with this report, in contrast to my earlier report "Ban Proof Your Web Sites (and make long term money with article marketing)", was to reveal my personal strategies of using content such as articles to build web sites that have real value and a great potential to earn ad revenue from programs such as AdSense tm, Yahoo Publisher, Chitika as well as affiliate programs and product sales. I also wanted to deal with some of the misconceptions and concerns that people may have that are preventing them from taking action.

If you are at all familiar with my approach to Article Underground you may know that I am a motivator and try to steer people past the initial "information overload" and "over analysis paralysis" by encouraging them to learn by doing!

I will try to push you to experiment and take action. If that offends you please STOP.

The one overwhelming reason that causes many people to fail in trying to launch their web publishing empire is NOT GETTING STARTED! The act of DOING can overcome many if not all of the technical roadblocks standing in the way of your becoming a successful web publisher!

If there is one thing I want you to take away from this report it is the following:

There is NO ONE PERFECT WAY to GET STARTED.

There are simply too many ways to do things RIGHT!

Why focus on what MIGHT go wrong???

Why not focus on what MIGHT go right!

Doing something NOW is better than NEVER doing something perfectly.

So if you can take those little "motivational nuggets of wisdom" to heart, I think you'll have a tremendous advantage over all the others attempting to launch a career in internet marketing who may get stuck in the PLANNING STAGE infinite loop!

While PLANNING does have it's place... **DOING is what makes you MONEY!**

Not PLANNING!

The sooner you start DOING the sooner you will start MAKING MONEY! And that's a FACT!

So, now that I have told you what I want you to get out of this report, let's go over some info that will put all of this in perspective and help you become a PERSON of ACTION!

The Article Underground Content & Traffic System is designed to help you take action!

It's been a little over 5 months since I introduced the Article Underground Content & Traffic System and as of this moment it is currently SOLD OUT with both phase 1 and phase 2 capped at 350 members (700 active total as of this writing). It's a large thriving community of members who share the common goal of earning money from real content web pages with AdSense tm and Affiliate programs.

I mention this because I want to express the unique position I am in by my having a thriving membership web site with the benefit of massive member input, both from private correspondence with members and in the Article Underground Members Private Forum.

I'm connected. People reach out to me in many ways. I am stronger because of it!

In addition, I am one of the few web marketers that does NOT hide my email address. I even have a blog www.MikeLiebner.com where I encourage anyone interested in Internet Marketing to reach out to me with comments and questions.

The interaction with both members and potential members helps me keep in touch with what is going on in the internet marketing community! In this report I will share some of the questions and concerns along with answers and techniques.

First off let's define a few things so we can establish and make some connections.

Are you an Internet Marketer???

Internet Marketing... that sure is a broad and far reaching term. What exactly does it mean???

Well, to me, "Internet Marketing" is the act of doing business on the internet with the intention of deriving profits from the result of people visiting web pages, joining ezines and mailing lists, joining free and paid services/memberships and/or any of a number of variations. The profits could be from selling products and services or from collecting advertising revenue, or both.

I am an Internet Marketer! And proud of it!

Are you a web publisher???

"Web Publishing" is a more specialized type of internet marketing that focuses on building web sites and pages that contain articles, press releases and information for the purpose of attracting visitors from search engines and directory listings, and/or repeat visitors and word of mouth.

Using articles and content on web sites to get traffic and clicks is the act of web publishing.

I am a Web Publisher! And I'm proud of that too!

I have no intention of telling you that our focus should be strictly on web publishing, as there are many aspects of the broader Internet Marketing that can be advantageous to a web publisher. Building a mailing list is vital in the long term BUT the focus of this report will be on web publishing and in particular how we can build web pages that quickly get lots of free search engine traffic resulting in AdSense tm clicks and affiliate sales.

The secret to success as a web publisher is almost so simple it hurts!

WORDS = MONEY

That's the secret my friends. It's really not that complicated. You can make it more complicated than that but when you discover for yourself that by putting the right words on your web pages that you will get lots of free search engine traffic and make excellent click money and affiliate sales you will feel deep down in your heart that is because **WORDS = MONEY!**

All the other things may HELP you but it's the words that make it all "gel".

When you put words on your web pages they will attract people, aka traffic to your web sites.

By the way, let's get one thing clear right now - from now on in this report I will refer to BOTH affiliate sales commissions and any and all forms of Pay Per Click Advertising revenue such as Google AdSense tm, Yahoo Publisher, Chitika etc. as simply AdSense tm. So when you see AdSense tm earnings you should know that I am also referring to the potential income by all forms of monetization of your web sites.

OK, so back to

WORDS = MONEY

It all starts with the words that are on the web pages.

Do you want to make money on the internet???

How are you going to do it???

Well, you could just put a special offer on a web page and buy advertising so traffic sees your web page, but that's old school... and it takes time and effort and you may spend more on advertising than you earn with your special offer.

Web Publishing is a process where you put words on your web pages with the intention of getting free search engine traffic resulting in AdSense _{tm} clicks!

While you can advertise, the primary intention is to rank highly for high traffic words.

The RIGHT WORDS

The key to all this is PUTTING THE RIGHT WORDS on your web pages! Oh and there really is more to it because a HUGE part of getting traffic to your web site is LINKS.

Search engines view LINKS as 'votes' for your web pages. The more votes, the higher you will rank.

So let's modify my WORDS = MONEY statement to:

WORDS = MONEY

when **LINKS** bring you **TRAFFIC!**

That's more like it! But it's just not perfect yet!

The RIGHT WORDS = MONEY
when **LINKS** bring you **TRAFFIC!**

Ah yes! That's it! BINGO!

Please write that down and post it somewhere you will see it regularly.

Maybe even add

1. Build Pages 2. Get Links

Simple - concise - that's the way web publishing works!

Put the right words on your web pages - get links - make money!

That's the way it works!

OK, so I know some of you are nodding in agreement and a light bulb may have gone off as you read that, but others may still be thinking - c'mon - it's really not that simple is it???

Well, as with most things in life, it's NOT always that simple.

But it IS as SIMPLE AS YOU MAKE IT!

Far too often we complicate things and make them more difficult than they should be.

Are you getting into this, or is it rubbing you the wrong way???

This motivational approach is not for everyone, and if it's not for you, that's OK. Not everyday needs to be filled with positive affirmations. The point is get to work and stop complaining! Focus on positive! Start believing in yourself!

When you boil things down to the core it IS SIMPLE, but life presents us with many obstacles and variables. The key I believe is to NOT get caught up in all those variables and let them bring you down!

**Focus your energy on GOOD! Focus your energy on the end result you want.
Focus on your GOAL and that should be SUCCESS!**

Strive towards your goal of SUCCESS as you have defined it.

Focus on the steps that will take you closer towards your goal.

Don't think about BAD! Don't think negative.

Don't think about all the things that
MIGHT GO WRONG!
They might NOT go wrong!

Why worry about something that MAY NOT happen??? That's a waste of energy.

Once again simple in theory, yes, but it's not always that easy... I'll try my best to help you.

Let me give you an example real quick to illustrate what I am suggesting about focusing on the GOOD and not the BAD or NEGATIVE.

I get a lot of pre-sales emails and many of them have questions. Some of them will say something like "awesome system BUT if I need to buy lots of domains and hosting for my web sites that will be expensive. Am I missing something???"

Reasonable question, but if they were thinking GOOD - POSITIVE etc. they may look at it like I do...

Domains run around \$9.00 per year for registration... that comes out to around \$.75 cents a month

A good hosting account will allow multiple domains and costs around \$20. per month

So if you buy 5 domains and hosting - the cost per year would be \$285. per year or \$23.75 per month

So my logic says that is CHEAP! It's not expensive! What other business will let you get in the game for the cost of \$23.75 per month??? Not many! To me this "web publishing" thing is a TREMENDOUS VALUE with a low price of admission that almost ANYONE CAN AFFORD!!!

Those 5 domains have the potential to make you a TON of money! And to put things in perspective, all you need to earn to break even on that monthly expense of \$23.75 is \$.79 cents per day in income!!!

That could be 1 or 2 AdSense tm clicks each day. Then again you may get 500 clicks.

OK, so let's not get stuck in the specifics of this example... there may even be a few of you going "YES, BUT..."

If you are going "YES, BUT..." you are proving my point... don't focus on the BUT... focus on the GOOD PARTS!

Hey - domains are cheap! Can you afford 5 or 10??? YES! Hosting is cheap! Can you afford \$20. per month??? Yes! Are there other expenses??? Sure, but man this is so affordable to start this kind of business compared to almost any other kind of business... it's still a bargain!

All you need basically is a computer that is connected to the internet and TIME! Time actually is the FACTOR that is most important!

Please try to learn to focus on your goal and seek the positive and get in the habit of stop saying BUT!

Now is actually a great time to explain the business model for a web publisher. While many of you may be familiar with running a web business, let's go ahead and spell it out as we could all use a quick review.

A web publisher builds web pages with the intention of getting free search engine traffic to the web pages in the hopes that the visitors will take action. Click an ad or buy a product. Web pages have words and/or content along with banners and/or contextual advertising such as Google AdSense tm.

In the case of Google AdSense tm, a web publisher simply includes some code on their pages and Google will deliver relevant text ads based on the content of the pages, so a page with an article about a digital camera will trigger the ads that Google feels will make you and Google the most money.

If your visitors see the "right ads" they will take action. The same applies to any banners or text links placed on the pages. Good relevant ads will get better results and more ACTION!

It's all about action! It's all about the WORDS!

Article Underground articles are designed to help trigger the right ads so that visitors take action and click! You make money when you get more clicks!

When a visitor takes action the web publisher gets a commission. In the case of Google, they will collect the money from the advertiser and pay you a part of it (50% approximately), An affiliate program will give you a % of the sale or \$\$\$ per lead as based on the individual program.

The great thing about AdSense tm is that Google does all of the work for you! Well, almost! As a web publisher it is so easy to simply put the code on your web pages and let Google serve the best ads and collect the advertisers money and pay you a percentage! If you've ever done your own ad sales you will know that people bounce checks and all kinds of things can happen, so the fact that Google AdSense tm takes care of everything is a huge timesaver and results in your making more money!

No more having to analyze pages yourself and put up the proper banners and text links. They do it for you!

Now, that said, it's always smart to use eye-catching banners and ads from affiliate programs in addition to AdSense tm as it opens the doors for additional streams of income, and that's what it's all about to a web publisher! Just don't spend TOO MUCH time on it, as making pages and getting links is what really makes you the money!

So, let's get back to the web publishing business and discuss how it works in regards to my statement: **The RIGHT WORDS = MONEY** when **LINKS** bring you **TRAFFIC!**

I designed the Article Underground Content and Traffic System to be a one stop solution for web publishers. It provides almost everything a web publisher needs to put words on pages and get traffic! BUT that said, you do not need to be a member to make a living as a web publisher. It would help you save time, no doubt, but as you'll see in this report the BASIC PHILOSOPHY if understood and applied can make you a good living if you build a plan around the core principles.

Every month Article Underground members are presented with 400 exact keyword phrase optimized articles.

The major drawback of NOT being a member is loss of TIME. And as you'll see it's all about TIME! TIME and EFFICIENCY is what really makes you the big boatloads of money as compared to nickels and dimes from a hobby type business, if you can really call that a business!

So if you want to save time and put the right words on your pages, consider an Article Underground membership.

Let's look at the CORE PRINCIPAL and break it down a bit and ANALYZE it!

The RIGHT WORDS = MONEY when **LINKS** bring you **TRAFFIC!**

I like to remind Article Underground members that it all really boils down to spending your time doing two important things consistently:

1. BUILD PAGES

2. GET LINKS

If you can master those two things and do them efficiently the only limit on how much money you can make is how many pages you publish.

Every additional page is one more chance to get some AdSense tm clicks!

But, unless people can find your pages, you can't make a penny, so LINKS are also a big part of the equation!

GOOD LINKS help you get lots of free search engine traffic!

So, to become a successful web publisher you'll need to find out how you are going to build lots of web pages with the right words and get links to those pages! Don't worry... I'll help you!

As I pointed out in my previous report "Ban Proofing Your Web Sites" it is a waste of time to build sites that have a high likelihood of getting banned by Google.

Building a site that gets banned by Google is a waste of time!

That means you ideally need to build web sites that have long term futures with little or no risk of getting banned. Care must be taken not to scrape, or borrow any content (search engine listings, news) or use automated web page building techniques and software that will set off red flags and possibly get your site removed from Google's index.

Why spend your valuable time rebuilding when you can make long term money with an ever growing inventory of web sites and web pages that will make you money for a long time???

Do NOT waste your time!

I won't revisit that material and tell you what NOT to do, as you can still get that special report and learn how to ban proof your web sites, but I will simply remind you that using REAL VALUABLE CONTENT such as high quality articles is one of the best ways to build a web site that has value to visitors and therefore a long term future with search engines like Google and Yahoo.

Build Web Pages that contain the right KEYWORDS

If you plan on getting yourself a big share of the wonderful free Google search engine traffic, then your number one priority will be to do the things that Google likes. The good news is that if you do things for Google you'll generally also get good rankings on Yahoo and MSN.

One of the things that Google likes is web pages that have the right words in the right proportion to the total overall content, PLUS they like pages that have gained a reputation for those words via TEXT LINKS from external web sites.

That's a mouthful!

So... what exactly are the right words???

Well, I have my opinions and so do others, but what I will simply say is that:

NOT ALL WORDS ARE CREATED EQUALLY!

Whoa... what's with the ALL CAPS???

Well, it's important!

One keyword phrase at position number 5 may bring you 15 visitors a day while another keyword phrase at position 5 may bring you 5,000 visitors a day.

Targeting the right words will help you get lots of free search engine traffic!

But wait - it's not simply a matter of selecting the words that get the most traffic.

If that were the case we'd all be optimizing our web pages for the ultra popular search queries "Google" and "porn" as they're getting the most traffic.

In the old days (3 or 4 years ago), it was relatively easy for SEOE's (Search Engine Optimization Experts) to go after almost any word or phrase and get top rankings. BUT it is not that way any more!

There is simply so much money at stake and so much "qualified" competition that it is almost impossible for a beginner to get a top ranking for a single keyword or phrase that gets a lot of traffic!

Can it be done??? Yes, but only with tremendous effort and usually a big investment of time and money. Plus getting a top ranking for a competitive word or phrase can take a long time.

Now, we can have hour long discussions about how to do keyword research and that does have a time and place, but what I'd like to convey to you is that with a little bit of analysis you can save yourself time and money by aggressively going after keyword phrases that many of the "qualified" SEO's are simply not going after!

Are these words SCRAPs??? No, not really! They're just little hidden gems!

"Low Hanging Fruit" as my friends say...

Me, I like to go after keywords that are so easy to rank on it's like "shooting fish in a barrel"!

As I said we can debate how and why to pick words, but let me simply state that I have what I feel is the best Keyword Research system at Article Underground that helps me determine the words that are most likely to be easy to get top rankings for and get high click money from.

Of course I am biased, but I've spent a lot of time finding out the best way to qualify keywords to have articles written about them!

Let me clarify what that means.

In the web publishing business it's all about the words and the NUMBERS!

Numbers as in TRAFFIC! The more traffic you get, the more money you make!

Now that statement has many implications and variables attached to it. Because if you go after the highly competitive single word "acne" for example, you will be up against MANY QUALIFIED SEO's who are doing everything in their power to rank top ten. What are the odds that you can beat these masters of SEO???

Not so great in my opinion. It would take much time and effort and maybe even money to do it... BUT, what if you instead went after the less competitive "acne treatment" or "acne medication" or "acne skin care products"???

You'd not only have less competition, but guess what???. Those terms still get a lot of traffic!

Sure if you were top ten for "acne" you'd probably get 100 times more traffic, but top ten for one of those other phrases will still bring you lots of traffic and good high click money! Now, I've determined that by keyword research which I provide members of Article Underground. You can do this research yourself, but you do not have to! In fact, be careful you don't spend too much time doing your own keyword research, unless you have to. It can really sidetrack you and prevent you from doing what is most important and that is **building web pages and getting links**.

You see, despite everything we may discuss, and all the variables, it almost always comes back to those two important things we discussed at the top:

1. BUILD PAGES

2. GET LINKS

So, back to the words and how they can make or break you. Keyword Research helps us determine which keyword phrases we should target as web publishers. The research tells us which words will get us the most traffic.

Which words will get us the most click money???

It seems so obvious but MOST web publishers are NOT even aware of keyword research OR don't understand how important proper research is.

It's not good enough to compile a LIST of 1,000 words you copied from the Overture Keyword Tool... half of those words are DUDS.

The system I use for myself and Article Underground Content & Traffic System members involves many hours of running software programs that do the raw keyword research for me. I feed it lists of many thousands of keywords or web pages to crawl and I get these huge spreadsheets of the words.

Typically a research mission of 10,000 raw words will result in my throwing away anywhere from 4,500 to 6,500 of the keywords because they are garbage! Garbage in the sense that they either do not have enough TRAFFIC or perhaps they have TOO FEW ADWORDS ADVERTISERS or perhaps the CLICK BIDS are TOO LOW or any of a number of combinations of factors.

The keyword phrases that make the cut are MUCH MORE LIKELY to get LOTS OF TRAFFIC and MAKE GOOD MONEY than just a batch of words gathered from someone's meta tags or straight from Overture without any filtering.

Why do I tell you this???

Because if you truly want to have an edge and make money faster and easier you need to spend your time targeting the right KEYWORDS!

If you waste too much time on GARBAGE your efforts will NOT bring you as much return.

Since this research is subjective it means that you either must really know your stuff and spend hours gathering your own information OR that you hook up with someone you trust that provides KEYWORD RESEARCH for you, such as the Article Underground Content & Traffic System.

**I've often said that Article Underground's
SECRET WEAPON is our KEYWORD
RESEARCH!**

It is simply the best you can get! Of course you can do it yourself, but that takes time! If you have it - great - if not consider becoming a member of Article Underground! It will save you time!

Save TIME and MAKE MORE MONEY!

THE RIGHT WORDS

OK... so hopefully I have established that targeting the RIGHT WORDS can help you get a lot of traffic and make more money. But what do you do with those words???

Well, a web publisher needs content on the web pages in order to get indexed by the search engines and get top rankings. So you must decide how to populate your web pages with content and ideally work in the KEYWORDS into that content, or use content that already HAS those keywords.

As you may or may not realize, the 400 monthly articles that Article Underground members receive are written from the ground up for the best of the best keyword phrases which will save you a ton of time or hassle if you are NOT very fond of writing!

Write Articles Yourself

I've said it repeatedly that the best content is CONTENT that YOU WRITE YOURSELF!

You can't get more REAL than YOUR OWN REAL CONTENT!

Ideally if you publish web sites you will be able to do at least a little of your own writing and can populate some of your pages with your own articles. Personally I enjoy writing so it's not a big deal, except that it does take time. I used to write my own articles and reviews and such and did very well with them but as you may be aware I now have a staff of 31 ghostwriters and growing, so I now have more content than I could ever use myself, and that is one of the reasons I make the articles available to Article Underground members.

If you can write, definitely add some of your own stuff, but also keep in mind that if you can find a way to populate your web sites (one - five - or forty sites) with content that won't take much of your time away from you that in the end you may come out ahead. As I mentioned previously it's all about working efficiently spending your time on the right things. So consider finding some other sources for articles.

So what's out there???

Hire Writers to Write Articles Exclusively for Your Web Sites

Pay a few bucks and you'll have unique content! But is it that easy??? No!

Well, if you have read my "Ban Proof" Special report you'll know how many roadblocks I faced until I got a system down for getting the right stuff out of writers. It's not for the weak of heart. But that said, if you aren't attempting the same scale as I was, perhaps you can just dabble and get your hands on a few good articles here and there!

Good ways to find writers are to reach out and solicit them on services such as scriptlance.com or elance.com etc. Put up an ad with what you want and people will respond.

Be careful that the writers can actually read, write and understand good basic English, as the last thing you want is to have to pay for articles that will give your visitors the impression your site is run by a team of children in a sweat shop in Asia. Cheap isn't always the best way to go - you need quality!

Also, be prepared to step in and slap them on the wrist as they will no doubt try to scam you as they have TRIED with me. Always check their articles to make sure they are not ALREADY PUBLISHED on the web and INSIST they do not resell that same article to others. Explain what exclusive means so there is no misunderstanding.

Never Trust A Writer Until They Have Earned That Trust

If you find someone who you can trust - stick with them! Pay them more if necessary!

It's harder to teach a new dog the tricks than to stick with one that already knows what you need. Even if you must pay a little extra - do it as TIME is too valuable and the last thing you need is one more hassle.

Managing a ghostwriter or writers can and will be a hassle! If you have the time and money - great - but if not you may not want to put all your EGGS in this BASKET. Diversify! Use articles from other sources too!

If you want to save time - consider a membership to Article Underground! Our team of ghostwriters consistently deliver content that gets traffic!

Free Article Directories aka "Publicly Abused" Article Directories

Well, one way to go is by using articles that are available for free on the "publicly abused" article directories like www.goarticles.com . I sarcastically refer to them as "publicly abused" because it has become trendy for lots of webmasters to build these huge directory web sites and use the articles from these directories as their content. Thousands and thousands of pages of abused and unrelated articles at the push of a button.... hmmm... that smells kind of black hat... if not, maybe just a tad gray...

Can those huge "scraped article sites" make any money??? NOT as much money! But they can make money, but I'd suggest only doing one or a few of those kinds of sites because they may not have long term staying power.

I can discuss further why those directories are not a good idea in themselves, but the fact they also create many web pages out there that will have the same EXACT content is a primary concern. Now notice how I capitalized EXACT because when you use articles from the public article directories their terms and conditions require that you DO NOT modify the articles in any way. Therefore there are many web pages with the EXACT article on them - unchanged - identical. All pointing at the same author credits... hmm... is that good???

Now, without getting into a discussion on 'duplicate content penalties' which I think is an "urban legend" by the way, I will say that I do not like the fact that I can't change or modify the articles and in fact they require that I include an author box/credit that has a link or links to the authors web pages. In many cases the links point to garbage web sites that in some cases are even banned by Google.

Plus, consider the red flags that must go off at Google when 100's or even 1,000's of article web pages with the same words on the pages ALSO have the same exact author credits and author links. That's too easy for them to catch. It's the 'author links' that give it all away, not so much the content..

Do you really want to put this kind of content on your web site??? Do you want the same article that potentially can appear on many thousands of other web pages??? Do you want to link to banned sites???

Well, it is free... FREE has a price!

So, if you go this route and decide to use articles from the "publicly abused" article directories, keep in mind that you'll have a tougher time of getting those pages to rank for a number of reasons. Not only will the articles be on many other web pages, but let's face it - those articles are usually just self serving PR junk that often has little to zero keyword density for any keywords that are worth ranking for.

So if you go that route you'll either have to go with dumb blind luck and hope that for some reason you get traffic to that page, or that people who visit your site will also read those articles too.

If you hand pick the articles carefully I consider it OK to include on your web sites, but if the only content you use are from the free directories, you will either need to build a ton of sites and pages (black hat) or spend so much time evaluating what's worth publishing on your site, that you will waste too much time on things that do NOT really make you money.

Don't get me wrong - articles are better than no articles - but not all content is created equal!

If you use articles from the public directories properly you'll be wasting a lot of time you could be spending on making pages and getting links!

OK, so we've concluded that writing your own articles is the best way, and that using articles from public directories can be ok but might be time consuming or force you to adopt black hat techniques.... so what else is available?

Flip the page my friend and read on...

PLR Articles and Content

PLR stands for Private Label Rights. It generally means that you can buy something and use it as your own in whatever context you want to use it in.

While it has become popular for articles as of recent, the concept goes back to the beginning of the net with Stock Photo Services and Multimedia Rights Libraries, such as royalty free pictures and music.

In the time since the Article Underground Content & Traffic System has been launched (February 2006) we've seen a ton of "PLR Article" products being offered. There is a good reason for this! For the most part the concept makes sense and is attractive for webmasters because it allows us to purchase content, often inexpensively, that we can put our own names on and modify as we desire.

One of the downsides associated with much of the PLR content out there is that most of it is NOT written with getting traffic for webmasters as the number one priority. The articles are written by WRITERS who are NOT SEO trained.

Also a few bad PLR products offer articles that are SO BAD they must be written by someone for whom English is a 2nd language.... NOT GOOD!

Article Underground Keyword Optimized Articles

A notable exception in the world of cheap PLR content of course is the Article Underground Content & Traffic System which has 31 ghostwriters cranking out articles that are written from the ground up around the world's best keyword phrases!

Each Article Underground article has the proper density of the keyword phrase YET the articles are still enjoyable to read by humans!

The topics while diverse they may be, are far from obscure. In fact the articles are written for keyword phrases that have low competition, high traffic and above average click bids.

Article Underground articles are unique in this aspect and are an SEO's dream tool to get top rankings fast and easy!

I have run across some webmasters and SEO's who have a BIAS against PLR articles. For the most part I can't blame them because often PLR articles suck big time! But there is some good quality out there and as a practice using PLR is quite acceptable. It doesn't make you a black hat or anything!

I've always hesitated to call Article Underground articles PLR because they are really EKPOA - Exact Keyword Phrase Optimized Articles!

Article Underground articles aren't crappy articles written by 6th graders, they are written from the ground up to rank on top of the search engines for words that get us action!

So does that make other PLR article sources bad or not worth considering???

No. They are not bad necessarily. Sure, some have awful quality articles and no keywords to be found, but there is some valuable content out there!

If I could make a suggestion it would be that successful web publishers will want to continue to grow and produce more and more quality content and while Article Underground currently presents 2 sets of 400 articles (800 per month total) and soon we'll be adding another 400 with Phase 3 (1,200 a month - wow baby!), the truth is you can never have enough content!

I encourage Article Underground members to get other PLR content as well if they believe it is of a quality level they feel comfortable with putting on their sites. In fact, it would even be advantageous for web publishers to even include all sources of content mixed and matched on their web sites.

For example - if you build a site on "acne treatments" why not write a couple yourself, get a few from the articles directories, subscribe to Article Underground for articles and also find some more PLR articles to add to the site. As long as the content is good it will

make the site more valuable and "sticky" as they say... sticky in the sense that it will bring back people and make them jump around your site.

Public Domain Content

What is public domain content?

According to wikipedia: The public domain comprises the body of knowledge and innovation (especially creative works such as writing, art, music, and inventions) in relation to which no person or other legal entity can establish or maintain proprietary interests within a particular legal jurisdiction. This body of information and creativity is considered to be part of a common cultural and intellectual heritage, which, in general, anyone may use or exploit, whether for commercial or non-commercial purposes.

Generally public domain works are old! While there may be some possible uses of public domain content, I have not personally researched it well enough to offer advice on using it. If you have a site that needs content fast, there are many more suitable methods, however there is some good PD content out there! An example of a public domain book that can be republished free of any royalties would be Napoleon Hill's classic "Think and Grow Rich" (a great book by the way!)

While you may find uses on your web sites for public domain, I don't personally believe it to be as flexible as using articles about modern day topics! That doesn't mean I'm slamming it but since TIME and MONEY are what we are after I say find CONTENT that you know is current and will make money getting rankings! Much of the public domain stuff will be obscure with low traffic and low bids. I could be wrong, but at this point I am not an advocate of public domain content for web publishing riches.

Article Underground Exact Keyword Phrase Optimized Articles

As this special report on WORDS = MONEY comes to a close I would like to ask you to take a look at the Article Underground Content & Traffic System.

It was created to be more than simply a PLR Article Membership. When I created the concept I knew that not only did the membership need high quality articles but also it needed SEO friendly tools and features that would make Article Underground a complete system to help web publishers get traffic and make money!

The network of 22 Article Announcements Blogs make it simple for even a beginner to quickly announce article web page URL's and get them spidered fast, and more importantly help the pages gain REPUTATION for the targeted keywords.

Article Underground members are reporting their success stories with case studies in the private members only forum and freely share information about ranking tops on Google and the other search engines!

So, while WORDS are very important so is TRAFFIC and the blogs deliver! In fact some members don't even use the articles, as they join just to take advantage of the 22 blogs!

If you think about it - consider the articles as a freebie as the \$97. monthly membership fee is worth it just for the links one gets in the 22 blogs! And wait... there are also member contributed blogs which brings the number of sites to get links on way up!

If you have a blog, announce it to the Article Underground members so they'll fill your web site with article announcements!

Do you have the right words on your web sites?

Members of the Article Underground Content and Traffic System have a distinct advantage in that they receive 400 keyword optimized articles each month. The articles are not simply cookie cutter premade AdSense tm web sites, but rather 400 diverse articles with only keywords that have high traffic, low competition, high number of AdSense tm advertisers and a reasonably high Overture bid. What this means is that instead of having a writer decide what words should be on your web pages, Article Underground members let the research dictate what words should be in the articles.

NO COOKIE CUTTER WEB SITES

Let me give you an example. Right now there are a number of PLR content sites that may give you for example 10 folders with 25 articles in each covering a topic. Lets say backgammon is the topic.

What you'll get are articles that cover a broad niche category, not necessarily articles with keywords that are going to make money. Plus, by virtue of the articles being organized into folders of 25, it presents a situation where the majority of people who use those articles will use all 25 on the exact same web site. The result is a horde of web sites with identical articles and identical web pages. Cookie Cutters! That's not good!

Article Underground on the other hand leaves the creative organization of the articles to smart people like you who may use them in different combinations building completely different sites that in no way shape or form resemble the sites from the other members. This is clearly one situation where the few minutes of extra work will bring you a greater return down the road than having one of those "me too" sites.

Now, there is no need to be concerned that the Article Underground articles are so diverse that none of them fit together, to the contrary, as Neil Shearing's clever video pointed out, it is very easy to use the built in Windows search to find clusters of articles on related topics. Putting together new sites with Article Underground is easy!

Search for words you want to build sites or categories with... search for acne... business... health... money... pets... and on and on... You'll get a handful of articles all relating to the topic you are building a site for. Sometimes there are even huge numbers of files. That is why Article Underground presents 400 articles per month. That way everyone should be able to build web sites with some articles that will fit in to their niches.

It all boils down to the words on your pages

There are many ways to build web sites that can be profitable for you and bring in a healthy amount of AdSense tm revenue. The key concept for newbies to grasp is that we must all focus on our strengths and interests and get the momentum going by taking the first steps. It may not be easy and sure, it is possible that the first few web sites you build may not win any design awards, but the reality is that you do not have to create PRETTY web sites to make money. In fact some of the sparser, less complicated web sites are among the most effective at getting AdSense tm clicks.

One of the first goals a beginner should have is to put up a few web sites and watch the process of how publishing content and getting links results in getting traffic and most importantly clicks on ads.

These are some of the methods of putting up web pages and gathering content. Perhaps you may want to start with some of the free or low cost solutions, or perhaps even join Article Underground.

The RIGHT WORDS = MONEY when LINKS bring you TRAFFIC!

At Article Underground you will not only get lots of quality content to put on your web pages, but you'll also get assistance in getting links to your web sites! The missing link to AdSense tm money is TEXT LINKS and Article Underground makes it easy for anybody to instantly get links to their real content web pages.

Consider joining Article Underground if there are memberships still available!

Well, that wraps up this free report WORDS = MONEY.

Make sure and watch all the supporting videos and listen to the accompanying audio files as well for some more in depth techniques for getting free search engine traffic and making a career as a web publisher!

Good luck on your quest towards success!

Sincerely,

Mike Liebner

www.ArticleUnderground.com

www.MikeLiebner.com

The video library will always have the latest updated files at this URL

<http://www.articleunderground.com/special-reports/words=money.html>

Here are some direct links to web pages you may find helpful in your quest to become a successful web publisher!

The video library will always have the latest updated files at this URL

<http://www.articleunderground.com/special-reports/words=money.html>

[Article Underground](#) - home page with the latest info on the monthly membership and free features.

[RSS Underground](#) - Learn about RSS with resources, examples and links.

[Keyword Density Analyzer Tool](#) - AUKDAT will help you find out what WORDS are on your web pages! It's the only density analyzer I am aware of that will show you how many TWO and THREE word phrases are on your web pages!

[Mike Liebner Internet Marketing Blog](#) - I keep you up to date with what's going on in the internet marketing community, plus answer questions from visitors.

[Article Packs](#) - Would you like to get your feet wet, but not dive in completely??? 4 packs to choose from with high quality articles.

[Free Content](#) - grab some WORDS to put on your web pages!

[Article Announcements Publicity Services](#) - one of the 22 blogs that helps members get high quality links pointing at their real content web pages.

[Article RSS Feeds](#) - put the high quality words from the Article Announcements Blogs on your web pages! We'll get a link from you, but you'll get the free traffic from the words!

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