



FUND YOUR NON-PROFIT WITH ONLINE PUBLISHING

Organize your volunteers in to an effective online publishing team, and earn ongoing income for your community service organization.

Includes The Tools You'll Need To Succeed

Introduction



A wise man once suggested that instead of giving a man a fish, teach him how to fish.

In that spirit, the mission of this project is to help non-profits generate ongoing revenues with online publishing.

This is accomplished by providing non-profits with:

Tutorial: This tutorial outlines a business plan that leverages a non-profit's ability to mobilize a team of volunteers.

Tools: Free hosting and publishing tools are provided to non-profits to help them implement the business plan.

Support: Discussion, support and community are offered through the associated website, Non-Profit-Forums.org.

The articles that follow will lead your organization step by step through understanding and implementing an income producing method which is already being used by over a million website owners.

You'll be happy to hear at the start that the business plan described here does not involve buying anything, selling anything, or begging for money.

Instead, this tutorial will show you how to mobilize your supporters in to a publishing team which will generate stable ongoing income in partnership with Google, the net's leading business.

Online publishing isn't for everybody, but in the right circumstances this is a great opportunity any serious community service organization would be wise to consider.

The Tutorial

The pages of this tutorial are designed to be read in order, like a book. You'll get the best results if you start here at the beginning and work your way through the tutorial to the end.

You can access this tutorial in two different formats.

- 1) Read and discuss the articles on the [Non-Profit-Forums website](#).
- 2) Download the [PDF version of the tutorial](#) for easy printing and sharing.

The Project

This project is the public service component of [Forum-Engine.com](#), and all services are provided free of charge to non-profits. If you're doing good work helping others, we want to be part of the team.

If you'd like to assist this project, you are welcome to distribute this tutorial by any means, so long as this document is not edited in any way.

Now that you have some idea what's coming next, let's dive in to the details.

I wish you and your non-profit the best of luck!

Sincerely,

[Phil Tanny](#)
[Non-Profit-Forums.org](#)

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What Are Google Ads?



You've seen Google ads a million times.

To refresh our memories, let's go to Google, and do any search. You should see ads in the right column of the search results page.

<http://www.google.com/search?q=non+profit>

Google rents this ad space to millions of large and small advertisers through its Adwords program.

Advertisers pay Google for each click on their ads.

The ads are sold on a bidding system, and the price of ads varies widely. The price per click is bid up to high levels in profitable markets, but is lower in less profitable markets.

Earning With Google Ads

No, I'm not going to suggest you buy Google ads, because profitably buying Adwords advertising requires a good bit of study, experience, and money too. It's a business for ad experts, not non-profits.

Again, the income model discussed on this site will not suggest you buy anything, or sell anything.

Luckily, there is another way to profit from Google ads which doesn't require buying or selling.

On the next page we'll introduce Google's AdSense program.

Discuss this tutorial at Non-Profit-Forums.org

What Is Google AdSense?



This page explains how you can make money for your organization by partnering with Google, and adding Google ads to your site.

We're all used to seeing Google ads in the search results on Google's website.

Google also partners with over a million other online publishers, who choose to display Google ads on their sites to earn a percentage of the revenue.

This partnership is called the AdSense program.

<http://en.wikipedia.org/wiki/AdSense>

Signing Up For AdSense

Step 1: First, you create a professional looking website containing at least a few dozen pages of interesting useful information.

Step 2: Then, you apply for an AdSense account with Google. Don't apply until your site is in good working order, and contains quality content.

https://www.google.com/adsense/www/en_US/tour/

Step 3: Once you are approved, you can then add Google ads to your site.

How AdSense Works

- Google automatically shows ads that are relevant to your site.
- You can block any ads that you don't wish to see on your site.
- You earn money whenever your visitors click on these ads.
- You earn 68% of revenues earned from advertisers, Google keeps the rest.
- Google sends you a check in any month where the balance due you is over \$100.

AdSense Is Smart!

One of the really cool things about AdSense is that the software involved is intelligent enough to read your page, and automatically show ads that are related to the topic of your site.

Showing ads that are relevant to your site increases your audience's interest in the ads, which boosts ad clicks, and your income.

This system of matching ads to content isn't absolutely perfect, but it

works amazingly well most of time.

If ads should appear that you don't want, you can block them from appearing on your site.

Adsense Is Customizable

Your Adsense control panel allows you to choose ad panels of different sizes and colors, to match the look and feel of your site.

In addition, your Adsense control panel let's you track the income being generated from different ad panels on your site, which allows you to see which ad panels are working the best for you.

Simple, Easy, And Free

The first wonderful thing about Adsense is that it's simple, easy, and free.

- You apply for an account with Google.
- You copy and paste Google ad code to your site.
- You earn money when your visitors click on the ads.

Once you have Adsense installed on your site, you have an income source which doesn't require your attention. Google does all the work of selling the ads, and serving relevant ads to your site.

No Selling!

The next best thing about AdSense is that it allows you to earn money with your site, without being a salesman.

You don't have to stock products, manage an online store, set up order processes, deal with customers, write breathless sales pitches, or any of that.

There's no selling involved.

Your job is to be an expert on your topic, create the most interesting and useful site you can, and build as big an audience as possible.

Google and its advertisers deal with the business side of things, and send you your share of the earnings.

Speaking of business, right about now you're surely wondering how much money your organization can earn with AdSense.

Discuss this tutorial at Non-Profit-Forums.org

How Much Can We Earn With AdSense?



Well, let's get the bad news over with right at the start.

The truth is, it's going to be difficult to project how much new income your organization can earn with AdSense before you get started.

The Bad News

Regrettably, I can't predict your income because I have no idea who you are, what your group is, what topic you'll pick for your site, how many supporters you have, or how hard for how long your organization might work at implementing the suggestions in this tutorial.

Adsense publishing is a business, not an hourly wage job, and incomes vary widely from a few dollars a month to a few thousand dollars a day.

All I can tell you for sure about your Adsense income is that it will fall somewhere between those extremes, which just isn't very helpful.

On To The Good News

Phew, with the bad news now out of the way, let's move on to what we do know, and can talk about.

Let's focus on things we can do.

The Adsense income your organization earns will be determined by the following factors.

- The profitability of your topic.
- The popularity of your topic.
- The size of your site.
- The size of your audience.

The good news is that you can control all of these factors.

This means that how much your organization earns is up to you.

Choosing Your Income

First, this tutorial will show you how to compare the profitability and popularity of any topics you may be considering for your site. You'll be able to make informed decisions about the subjects you wish to cover based on this information.

Second, the size of your site and the size of your audience are fully within your control.

You can create as many pages on your site as you want to. Your audience can be as large as you're willing to make it.

The really good news about AdSense publishing is that your income is a function of how hard your team wishes to work, and for how long. There really aren't any limits.

The Even Better News

Again, AdSense publishing is a business, not a job.

This means that once you've built the business, the income can keep rolling in for years, without much ongoing work on your part.

As example, I've got a site that shows AdSense ads. As of this writing I haven't done ten minutes of work on that site in five months, because I've been busy programming publishing tools.

The income from that site has remained steady, even climbed a bit over the last 5 months, even though nobody is currently working on the site.

There's nothing unusual about my experience, a million other AdSense publishers are in the same situation.

If your non-profit organization is funded primarily through donations and grants, an ongoing process of begging for support, you should have no trouble seeing the appeal of recurring labor free income.

So What's The Job?

But, let's be clear, before we get to recurring labor free income, there is indeed work to do.

If you've followed our discussion of AdSense publishing this far, you are probably now wondering what exactly you'll have to do to make AdSense publishing work for your organization.

On the next page we'll roll up our sleeves, and start getting down in to the details of what it takes to succeed as an AdSense publisher.

Discuss this tutorial at Non-Profit-Forums.org

How To Succeed As An AdSense Publisher



This page outlines the kind of work that is required to become a successful AdSense publisher.

In the first three pages of our introduction we've looked at Google ads and the AdSense program. We've seen that the income potential of AdSense publishing is pretty much unlimited, with the key factors of success fully under our control.

The final two pages of our introduction will explain the nature of the work involved.

This page describes the job any AdSense publisher faces.

The next page will reveal the "secret weapon" that non-profit organizations can bring to the challenge, a game changing asset which few other AdSense publishers can match.

AdSense Publishing Is Simple

Advertisers buy Google ad clicks in order to present their business to interested web users. Our job as AdSense publishers is to create as big of an audience for our advertiser's ads as we can.

AdSense publishing isn't always easy, no real opportunity is. But it is simple. The heart of the job can be described in just three words.

Build an audience.

The process of building an audience can be described in just two words.

Content and links.

The main thing we need to know about content and links is that...

More is better.

Building an audience for our site, and the AdSense ads on our site, involves creating as much quality content as we can, and getting as many links to this content as possible.

Let's take a quick look at each in turn.

Content

Most of our audience will arrive on our site from the search engines, primarily Google.

Web users will find our site in the search results when one of our pages matches up with the search terms they've entered.

The more pages our site has, the more likely it is that this connection will happen. Every page on our site is an opportunity for web searchers to find us.

More is better.

Luckily, Google provides us with a free tool that shows us exactly what readers in our niche are searching for. We'll discuss this tool in coming pages.

So, part our job is to know what our audience wants, and to give it to them.

Links

Having what our audience is looking for is half the job.

The other part of our job is making sure that our audience can find us, and the quality content we've prepared for them.

This is done primarily by creating as many links to our site as we can.

Again, more is better.

Obviously, a link to our site from some other site is a path web users can take to find us. A key reason we want to create quality content is so that other webmasters will feel they are doing their users a favor by introducing what we have to offer.

There's another reason we want links, which is just as important.

There are billions of pages on the Net. Whatever our topic, there are lots of other sites addressing the same subjects.

Search engines face the daunting task of figuring out which of these very many pages will best address the user's search request.

All the search engines use elaborate equations to order their search results. Some people like to make this subject very complicated, but to a large degree our success in getting on the first page of search results will revolve around one key factor.

How many links are there to our site?

That's The Job, But...

So, this is how your organization can become successful with AdSense publishing.

Every time you add a new page to your site, or get a new link to your site, your AdSense business will be taking another step forward.

You'll start off small, and day by day, month by month, year by year, build your audience.

The larger your audience becomes, the bigger the checks from Google will be.

This is the job but...

If you are in a leadership position in your non-profit organization, creating content and links is not your job.

Your job is to lead, inspire and organize, and to leverage the power of your organization's most important asset, your supporters.

On the final page of our introduction we'll explain why non-profit organizations are in a unique position to succeed as an AdSense publishers.

No kidding, the vast majority of AdSense publishers would be thrilled to be in the position you are in.

Discuss this tutorial at Non-Profit-Forums.org

Success Strategy For Non Profit Publishers



You've arrived at the key concept that lies at the heart of this tutorial.

The really good news is that non-profit organizations are in a unique position to succeed as AdSense publishers.

It's true, you have access to a very valuable resource that other AdSense publishers will envy.

The good will of your supporters.

Free labor.

The Opportunity

In previous pages we've seen that the beauty of AdSense publishing is that it's simple.

AdSense publishing involves building an audience by creating content and getting links. It's not rocket science.

If your non-profit has volunteers who are willing to create content and links, you are well positioned to succeed at AdSense publishing.

The income opportunity for your non-profit arises from your ability to mobilize your supporters in to a large and effective publishing team.

The following pages will examine how your successful AdSense publishing team can be assembled.

Your Technology Partner

If your organization is doing good work, I'm volunteering to donate two pieces of the puzzle to your cause.

- I'll share articles and advice that will help your supporters learn how to become productive contributors to your AdSense publishing project.
- I'll provide the hosting and software services your publishing project needs, no charge. You don't need to spend money on technology, and your team doesn't need to be involved in technology unless you want to be.

The tips and tools I can contribute to your publishing project are available at:

<http://Non-Profit-Forums.org>

Your Supporters

This tutorial assumes your organization is doing good work in the community, and is already attracting supporters that respect your efforts and want to see them continue.

You've probably already sought donations from your supporters and have seen that in these challenging economic times, money is tight, and that there is a limit to how much your donors can contribute.

With a little help from our tutorials, you can offer your supporters a variety of ways they can help your non-profit build a site that will generate ongoing income.

Your members can experience their involvement in the way they want, at times of their choosing, and from the comfort of their own homes.

Adsense publishing can be a very flexible, convenient and rewarding way for your members to scale up their participation in your organization.

Your Leadership

The key to making this all come together is course you, the leadership of your non-profit organization.

I can provide tutorials and tools that can show your supporters how to participate in your Adsense publishing project, but only you can explain

why they should get involved.

Your job as "Editor In Chief" will require the same talents you've already mastered as the head of your non-profit, inspiring, organizing, leading.

It will be your job to motivate your team, keep them aimed in the right direction, delegate the work, and take responsibility for the finished product.

Perhaps the most important thing you can do is see the untapped potential in your supporters, and feed their desire to play a constructive role in ways that are convenient and rewarding for them.

Summary

This concludes the introductory overview section of this tutorial.

Hopefully I've done a decent job of explaining the opportunity of AdSense publishing in general terms, and you are now in a position to decide whether reading the rest of this tutorial will be of benefit to your organization.

Now that you understand the overall business plan, let's turn our attention to the details involved in building the team you'll need to really succeed.

Training Your Publishing Team



Right about now you may be thinking...

"OMG, I don't have time to learn all this publishing stuff, and then explain it to all our supporters!"

Yes, you don't have the time to do that. And the good news is, you don't have to.

You don't have to teach your supporters how they can contribute to your Adsense publishing project, because I'll do it for you.

This Tutorial

Everyone involved with your project can read this tutorial, just as you are.

Reading this tutorial will help your members understand the overall business plan, and learn about the details involved in making it work.

Feel free to print out the PDF version of the tutorial and share it with anyone who is interested.

<http://non-profit-forums.org/about/publishing-tutorial.pdf>

And/or send your supporters to join us on the forum for the tutorial:

<http://non-profit-forums.org/rooms.cgi?1&1>

You don't need to become an expert on AdSense publishing and explain everything to everybody on your team, just reference this tutorial, and let me do the typing for you.

Your Community Clubhouse

Given half a chance, your enthusiastic supporters will teach each other how to contribute to your project. Many of them may already be successful AdSense publishers who will have much to contribute.

For my part, I'm happy to provide your non-profit with a free forum, which you can use to create a friendly and supportive social environment where your team can meet, discuss your project, answer each other's questions, and inspire themselves forward.

Your Mailing List

You can mail all the members of your team using the forum control panel. This allows you to reach everybody all at once to keep them inspired and informed of the project's progress.

Keep It Simple

As we've discussed, earning income with AdSense is all about building an audience. Building an audience is all about content and links. Success at AdSense publishing isn't push button easy, but it's really pretty simple.

All you and your supporters really need to know is...

- 1) Pick a topic and create a forum or website.
- 2) Add lots of quality content to your site.
- 3) Get lots of links to your site.
- 4) Repeat over and over until you reach your goal.
- 5) Don't make it complicated. Keep it simple, take action, and make it happen.

Discuss this tutorial at Non-Profit-Forums.org

Delegating Authority



As we've discussed, the path to success is involving many of your supporters in the process of creating a large site with many incoming links.

Let's talk about how all these contributors might be organized and managed on your site.

You can present your content either in a forum, or on a normal website. Let's take a quick look at each format.

Creating A Website

If you decide to create a website, you'll have access to the Guest Author feature that is available both in Wordpress and Page-Engine, my own sitebuilding software.

[Guest Authors Can Help You Build Your Site](#)

The Guest Author feature allows you to divide your site up into categories, and then give different people control over different sections of your site.

As example, if you are an environmental organization, you might have topic categories on your site such as, "land conservation", "global warming", "wildlife", "activism", and so on.

Each of these areas of your site can have it's own control panel, and it's own topic editor. The topic editor can publish, edit and delete articles within that section of the site only.

The topic editor doesn't have access to other topic categories, or to the main control panel for the entire site.

Creating A Forum

You can accomplish the same delegation of authority in the forum format.

Using my Forum-Engine software, you can create rooms on your forum, and then assign different people to moderate each room.

<http://non-profit-forums.org/posts.cgi?1&1&4&13&1&1>

Moderators can choose to approve content before it is published, or they can selectively remove posts that aren't appropriate to that room.

Moderators have control over the room they are responsible for, but not the forum as a whole.

Divide And Conquer

Whether you choose to publish on a website or forum, the same divide and conquer strategy is available.

You can break your project up in to departments, and put different people in charge of each department.

This process of delegation is an important aspect of building a publishing team.

If everything on the site had to be done by one person, the project would always be limited to the time and talent available to that single individual.

But, if you divide your project in to sections, and delegate responsibility for each section, then the size of your enterprise is limited only by your ability to engage supporters in the project.

Thus, the project leader should see their job as building the team, not as being a lone wolf webmaster trying to do everything yourself.

Discuss this tutorial at Non-Profit-Forums.org

Organizing Your Publishing Team



Your volunteers will want to know how they can assist your project. It can help focus the conversation to present them with a list of jobs that need doing.

Here's a list of job suggestions that you can adapt to your own situation.

Management

President: Provide vision and inspiration, and take final responsibility for the entire project.

Business Development: Focuses on creating partnerships with other non-profits and webmasters.

Treasurer: Track income and expenses and provide reports to President.

Management needs to create a content team, and a marketing team. Ideally, each team will play an equal role.

Your Content Team

About half of your volunteers should be directed in to content development.

Editor-In-Chief: This person leads your content development team, and has final authority over what is published on your site.

Topic Editors: A topic editor is in charge of a specific section of your site. Topic editors each have a control panel they use to add new content to their section.

Reporters: These volunteers contribute articles and story ideas to topic editors.

Video Editor: Specializes in finding relevant videos that can be added to your site.

Photo Editor: Specializes in finding relevant photos that can be added to

your site.

Forum Admin: Oversees all aspects of your online forum community and manages the moderators.

Forum Moderators: Responsible for one or more rooms on the forum.

Forum Members: Participate in conversations and add content to the forum.

Mail Manager: Oversees all mailing lists and autoresponders.

Email Authors: Develop content for ezines and autoresponder series.

Your Marketing Team

The single biggest mistake most webmasters make is to spend all their time making their site, and then forget to market it. The vast majority of sites on the Net have very little traffic and income for this reason.

You can avoid this common error by directing about half of your volunteers in to your marketing team.

The marketing positions might be something like this.

Marketing Manager: This person oversees the promotion of your site, and manages the following assistants.

Keyword Researcher: Develops lists of relevant keywords that can be used to build articles around.

Google Alerts Manager: Uses Google Alerts to stay on top of any references to your site on the Net. Knows what people are saying about your project, while they're saying it.

Article Marketer: Focuses on contributing articles to article directories, thus creating links back to your site.

Directory Marketer: Lists your site in website directories.

Competition Analyzer: Finds all the leading sites in your market, studies these competitor's methods, and brings content and marketing suggestions to the rest of the team.

Link Development: Focuses on finding sites that will link to your project.

Forum Marketing: Finds leading forums in your market, encourages your supporters to participate and create links, and tracks results.

Media Marketing: Looks for opportunities to get your site mentioned in offline media such as TV, radio, newspapers, magazines etc.

Summary

You can add and subtract from this list to adapt this list to meet the needs of your unique situation.

The main point of this page is that you should develop your own job list, and make it easy for your volunteers to see how they can assist you.

Even a half dozen of the right people, working part time, can launch a profitable website that will be the envy of the majority of AdSense publishers.

These few key people can be the seed from which a wider community of productive supporters can grow.

This concludes the section of this site which addresses the process of building and managing your publishing team.

In the next section we'll roll up our sleeves, leave the land of theory, and start talking about the details of creating your AdSense publishing project.

Discuss this tutorial at Non-Profit-Forums.org

Selecting The Topic For Your Site



Before we dive in to our new publishing project with enthusiasm, it's wise to pause, and carefully consider the topic for our new website.

The topic you select for your AdSense website will have a significant impact upon your income. This is an important decision, so let's explore it together.

What's Our Goal?

Our first step should be to make sure we are clear within ourselves about the goal for our new website.

If the goal of our publishing project is to generate AdSense income that can help fund a non-profit, then we should keep in mind that...

AdSense publishing is a business, and that business is selling stuff online.

In regards to income, the ideal AdSense site is on a topic where lots of people are spending lots of money.

Here's why.

Popularity And Profitability

As we mentioned earlier, two of the factors that will affect your income are the popularity and profitability of your topic.

Popularity

Obviously, if lots of people are interested in a topic, there is a greater opportunity to build the audience for a site on that topic.

To significant degree, your AdSense income will be a function of how much traffic your site receives.

The number of people in a topic niche matters, and the amount of money they are spending is important too.

Profitability

We succeed to the degree the advertisers do.

The more the advertisers in a particular niche are earning, the higher they will bid up the ad prices, and the greater our share of the income will be. That is, the more we'll earn every time somebody clicks on one of the ads.

On the next page we'll show you a free tool that will help you compare the popularity and profitability of various topics.

But, it's not just numbers, there's more to this decision than just the income.

Motivation Matters

As we've been discussing, the key part of your success strategy will be inspiring your supporters to help you build this site. We have to pick a topic your members will be interested in reading and writing about.

The one thing all your supporters have in common is an interest in the issues your non-profit addresses, so that's the obvious place to start looking for a topic.

Start with the kinds of topics your non-profit would normally be talking about, and then look for related topics where people are spending money.

As example, an environmental organization might create a site that branches out in to topics like camping equipment and nature vacations.

How Big Is Your Topic?

Again, the business plan of your site will be to engage lots of supporters in to creating lots of content for your site.

Is the topic you're considering broad enough to keep your members busy creating content for years? If your focus is too narrow, you may soon run out of things to say.

You can always start a new website on another topic of course, but then you have another website that has to be promoted.

Summary

Choosing a topic for your site is an important decision that you will be living with for years.

Take some time, give it some thought, consult with your members, get some advice, do your research.

On the next page we'll show you a free tool which will help you journey past general theory in to the nitty gritty of real numbers. This tool will help you compare the popularity and profitability of different topics.

Discuss this tutorial at Non-Profit-Forums.org

The Google Keyword Tool



This page introduces a free tool which will help you compare the popularity and profitability of various topics.

The path to success for any website might be summarized in this way.

- Know what your audience wants.
- Give it to them.

Makes sense, right?

Wouldn't it be great if we could read our audience's mind, and know exactly what kind of information they are looking for?

Well, the good news is, we can do just that.

Here's how.

What Are Keywords?

The word "keywords" is used in the web publishing industry to refer to the words and phrases users enter in to the search engines.

Luckily for us, Google stores data about the keywords being used on it's search engine, and it shares this data with us, for free.

Introducing...

The Google Keyword Tool

This free tool provides us with two very important pieces of real world information about the market our site will be competing in.

Popularity

First, the Google Keyword Tool tells us how many searches there are per month for specific keywords. This is our guide to the popularity of various topics.

The more popular a topic, the larger the potential audience for a site that addresses that topic.

Profitability

Second, the Google Keyword Tool informs us of the average price per click being paid for ads that target the keywords we are interested in.

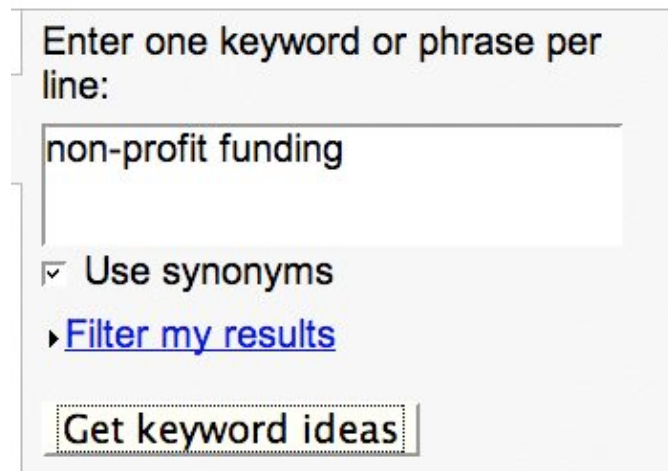
Google shares this ad revenue with us, so our income is related to how much advertisers are paying for clicks in our niche.

Ok, now that we're clear why we're interested in the Google Keyword Tool, let's start using it.

Let's visit the [Google Keyword Tool](#).

How To Use This Tool

STEP ONE: Think of some words and phrases related to a topic that interests you, and enter these keywords in to the search box.



Enter one keyword or phrase per line:

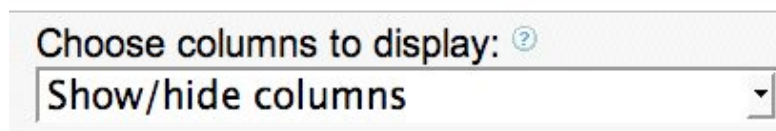
non-profit funding

Use synonyms

▶ [Filter my results](#)

STEP TWO: Enter the password provided in the security box.

STEP THREE: Use the drop down menu called "Choose Columns To Display."



Choose columns to display: [?](#)

Show/hide columns ▼

STEP FOUR: Now you should be seeing a display that looks something like this:

Keywords	Estimated Avg. CPC [?]	Global Monthly Search Volume [?]
Additional keywords to consider - sorted by relevance [?]		
non profit funding sources	\$0.05	720
non profit funding grants	\$0.05	480
non profit funding opportunities	\$0.05	170
non profit organizations	\$0.05	4,400

STEP FIVE: Take some time to experiment with the controls and options until you feel comfortable using this tool.

Click on the column headings (such as Global Monthly Search Volume) to sort the data by field.

Enter all kinds of keywords, and explore your curiosity about the market for various topics.

How To Use This Data

The Estimated Average CPC (cost per click) gives us a general idea of the profitability of a topic.

The Global Monthly Search Volume gives us a general idea of the popularity of a topic.

This isn't a math equation that produces an exact answer of what topic we should write about. Rather, having this data from real web users should be seen as being better than flying totally blind.

Please keep in mind that the most profitable topics are also the most

competitive.

We can use this data to determine the level of interest in a topic we're considering, and to see if people are spending money in that market.

Once we've picked a topic for our site, the Google Keyword Tool becomes even more useful, by helping us see exactly what information our audience is seeking on our topic.

In the next article we'll look at how to use this information to get our pages to rank higher in the search engine results.

Discuss this tutorial at Non-Profit-Forums.org

Use Keywords To Get Search Engine Traffic



This page explains how keyword research can help your site receive more traffic from the search engines.

On the previous page we learned how to do keyword research using Google's Keyword Tool.

In this article we'll look at how to use keywords to get higher rankings for our pages in search engine results.

Working With Search Engines

Most of our website traffic will come from search engines, so we want to have a basic understanding of how we can encourage this process.

The search engines are in the business of helping web users find what they are looking for.

The smart way to work with search engines is to see them as a partner, and help them do their job.

If we make it easier for the search engines to understand what our pages are about, we'll be rewarded with more visitors from the search engines.

The search engines win, web users win, and we win too.

We can bring about this happy state of affairs by working with keywords.

Working With Keywords

As we've discussed, keyword research helps us understand what information our readers are searching for. Obviously, if our site is focused on topics our market is searching for, our site has a greater opportunity to be found in search engines.

But, how do we make sure the search engines know that we have a page that is a good match for a user's search?

We do that by placing keywords that are relevant to our article in places in the page where the search engines would look for them.

The Title

The keyword most relevant to our article should go in the title of our article. Makes sense, right?

The Filename

That same keyword should be used in the filename of our page, such as "pecan-pie-recipes.html". (If you use Page-Engine to create your site, the title of your article automatically becomes the filename too.)

Meta Description Tag

Ideally, you should have a meta description tag in the headers of your document, which contains a brief description of your article. (If you use Page-Engine this tag will be automatically created from your summary.)

Section Headers

We can find keywords that are closely related to our main keyword, and use these related keywords in the sub-titles of sections of our article.

Article Text

We can sprinkle related keywords throughout our article. This may happen naturally in the course of writing the article. A bit of keyword research can assist the process.

Link Text

When we link to our article from another page, we can use our main keyword as the text that the user clicks.

As you can see, using keywords isn't rocket science, it's just common sense.

The search engines will examine our page to see if it contains words that the search engine has learned are relevant to a specific topic.

If we take a bit of extra care to make sure those words are contained in our article, we are helping the search engines help users, and help us.

Search Engine Optimization

The topic we are addressing on this page is usually called "search engine optimization", or SEO for short.

Everybody wants traffic from the search engines, so there is a lot of interest in this topic, tons of information about it, and many people claiming to be experts.

Many people seek to reverse engineer the search engine's ranking system, game the system, and win the highest rankings through clever tactics etc.

If you encounter these kind of discussions, keep this in mind.

Even if an SEO expert knew for a fact exactly how a search engine creates it's rankings today (and nobody does), the search engines are constantly tweaking their procedures to generate more accurate results, and to defeat the reverse engineers.

Don't get sucked in to an endless SEO rat race.

Instead, use simple common sense procedures to make clear to everybody what your pages are about, and follow your own excellent search engine strategy, which we'll summarize here.

Your Search Engine Strategy

The search engine strategy for your non-profit should be to build upon what you're already good at.

- Stay focused on building a network of enthusiast supporters for your non-profit's mission.

- From this base of supporters, build the biggest publishing team you can.
- Encourage your publishing team to create as much quality content for your site as they can.
- Inspire your publishing team to get as many links to your site as they can.

Stay focused.

Sidestep distractions.

Build a team.

Build content and links.

More is better. More team, more content, more links.

Summary

Intelligent use of keywords can help us understand and serve our audience, and build traffic to our site.

Keyword research is not an exact science, and should not be a source of confusion and anxiety. Use them when you can, but above all else, keep on moving creating content.

Now that you're up to speed on keywords, let's proceed on to some ideas for generating content for your site.

Become A Content Machine



An essential part of creating large successful sites is developing what we might call a "content machine" mindset.

Being a content machine means that no matter what we're doing, we've always got one eye on the look out for new article ideas for our site.

Once you get in the content machine habit, you'll begin seeing ideas for new articles everywhere.

Let's run through some quick content inspiring ideas. You'll think of many more as you explore your niche.

Keyword Research

As we discussed in previous pages, any time you get stuck for an article idea, you can return to the [Google Keyword Tool](#) to review what your audience is searching for.

Outside Authors

There is an endless ocean of content already on the Net, and you can use a lot of it on your site ethically and for free.

Article directories contains many thousands of articles you can reprint on your site without cost.

In return you agree to include a credit's box at the end of the article, which serves as a little ad for the author of the article. You get the article for free, the author gets a bit of advertising for free, that's the deal.

These two huge article directories will keep you busy for some time.

<http://ezinearticles.com>

<http://buzzle.com>

Articles As Inspirations

You can also use these giant article libraries to fire up your imagination.

If you get writer's block, start reading through these article directories until you find an idea that lights your fuse, and start writing your own perspectives on the subject.

Guest Authors

Once you build up the traffic for your site, you should be able to attract guest authors who will want to present their work to your audience.

Using either Wordpress or our Page-Engine, you can give preferred authors their own control panel within your site, so they can publish within a specific section without your assistance.

Competing Sites

What are other sites in your niche writing about?

You don't want to steal their work of course, but you can certainly use it as inspiration for your own.

Perhaps you have a better take on the subject. If they've written a good article, you can write a review praising and linking to their article. Or, if they're all wrong, you can explain why.

Forums

Forums can be a great place to get in touch with your audience.

Look for the questions people are asking, and answer them where you can. Once you've posted your answer on the forum, return to your site, polish up your post, and present it as an article.

Ask interesting questions too, and then summarize any useful answers you get in an article on your site.

Even better yet, start your own forum, and then all the posts that everybody writes will be helping build your AdSense empire.

Email Inquiries

Once your site gets rolling, you may receive emailed questions from your readers.

Instead of seeing this as a burden, see it as a new source of content.

Instead of typing your answer to only one person in an email, answer the question in an article on your site where everybody can read it, and then email the link to this article to the original questioner.

TV, Radio, Newspapers And Magazines

As you know, the world is overflowing with media these days, and much of the coverage will contain stories related to your topic.

Stay tuned to your favorite outlets, keep a note pad handy near by, and jot down article ideas that come to you while following other people's coverage of your topic.

Ask For Advice

The most popular activity on the Net, and in human affairs in general, might be giving advice.

Make yourself popular by asking for help.

Go to social media sites, proclaim you have writers block, and ask for help. Before you know it, everybody and their brother will be feeding you ideas.

Summary

This is just the beginning. As you develop your content machine mindset, you'll find more and more sources of content for your site.

Grab as much of this content as you can, flavor it with your own voice, add to it, argue with it, praise it, say it your own way, and add it to your site.

On the next few pages I'll share a few of my favorite content ideas. Hopefully one or more of them might be useful for your project.

Discuss this tutorial at Non-Profit-Forums.org

YouTube Is A Free Content Utopia



YouTube offers a near endless supply of engaging free content for your site.

As you know, YouTube is home to millions of videos, most of which you can install on your own site.

I've used YouTube videos extensively on [my nature site](#).

It's a really easy and fun way to add engaging content to your site.

- Search YouTube for videos relevant to your topic.
- Find videos you like.
- Grab the embed code.
- Paste the embed code in to your page.

Be sure to give your page a relevant title, and write a few quick paragraphs to describe the video, so the search engines and users can read your page to determine what the video is about.

Finding The Good Stuff

The good thing about YouTube is that anybody can upload a video. The bad thing about YouTube is that anybody can upload a video.

Point being, there's a lot of video on YouTube, but a lot of it is junk.

But, don't worry, there's a way around that.

Find YouTube users that have quality videos that meet your needs, and subscribe to them.

Every so often YouTube will send you a list of new videos from the users you have subscribed to.

Once you're subscribed to a number of quality video publishers, you can if you wish just wait to receive their latest videos as they are released.

Will This Work For You?

The usefulness of this content technique will depend a lot on the subject of your site. There will be many great videos available for some topics, and not so many for others.

This might be something to keep in mind as you choose the topics for your site.

If you can use topics that are popular on YouTube, your supporters will be able to easily create hundreds of video pages on your site.

Each one of these pages becomes another way for people to find your site

in the search engines.

Discuss this tutorial at Non-Profit-Forums.org

Flickr Photos Are Fantastic



Flickr slideshows are an easy way to add lots of relevant photos to one of your pages.

You've likely heard of Flickr, a very popular photo sharing service.

If your topic can be expressed in photographs, Flickr slideshows can be an easy way to add new pages to your site.

So you can see what we're talking about, let's take a quick look at this Flickr slideshow of photos from Pt. Reyes National Seashore in northern California.

[Click For Slideshow](#)

Using Slideshow

- Click arrow in middle of slideshow to start.
- Once slideshow starts, put mouse over slideshow to access controls.
- Click icon in lower right corner to view fullscreen.
- PS: Flickr slideshows will contain photos of variable quality, and a

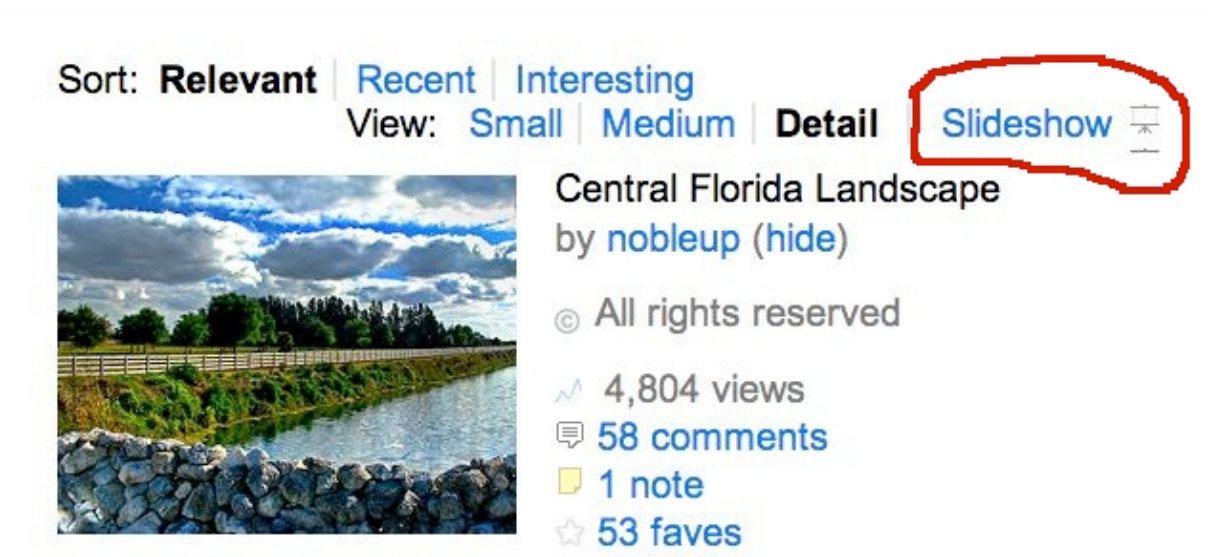
few images may be off topic.

Getting A Slideshow


Here's how you can get slideshows like this for your site.

First, go to Flickr and do a search for your topic.

On the page that comes up you'll see a display something like this.



Sort: **Relevant** | [Recent](#) | [Interesting](#)
View: [Small](#) | [Medium](#) | [Detail](#) | [Slideshow](#)

 **Central Florida Landscape**
by [nobleup](#) ([hide](#))

© All rights reserved

[4,804 views](#)
[58 comments](#)
[1 note](#)
[53 faves](#)

Click the Slideshow button (circled in red in the graphic above) near the upper right of the list of photos.

This will launch the slideshow on Flickr.

Once you are looking at the slideshow, put your mouse over the images, and then click the Share button in the very upper right corner of the screen.

Once you do that, you'll find embed code you can copy and paste in to your pages.

Creative Commons

Some Flickr users will allow you to republish their images under certain conditions.

Go to this page to search for photos you can display on your site if you give credit to the photographer with the image.

You can read more about Creative Commons on Flickr on this page.

<http://www.flickr.com/creativecommons/>

Summary

If photos are relevant to your topic, here's another content creation job that can be easily delegated to your supporters.

Discuss this tutorial at Non-Profit-Forums.org

Mapquest Maps Are Marvelous



Mapquest maps are an easy way to add useful content to a nature or travel site.

If you decide to make a site about nature, travel, or any other topic that involves geographic locations, adding Mapquest maps to your site can help your visitors, and your traffic.

An Example

Let's go to [Mapquest](#).

You'll probably see a map for your local location on the Mapquest home page.

Note how you can zoom in and out using the controls on the left of the map.

You can explore beyond the boundaries of the map by clicking on the map, and dragging in the direction you want to go.

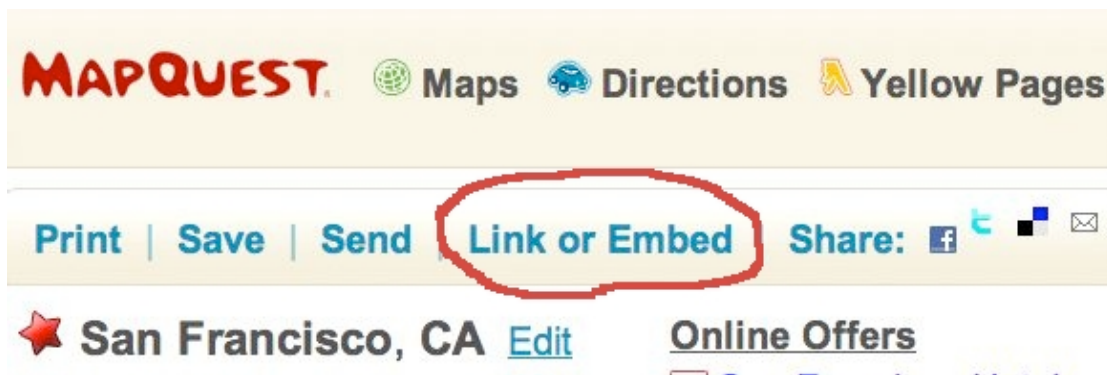
You can choose to view a street map, or an aerial view.

Getting Your Maps

Here's how you can get maps like this for your site.

STEP ONE: Go to MapQuest and search for a city that interests you.

STEP TWO: When the next page comes up, click the Embed link near top of page.



STEP THREE: Then you'll see this form. Click the Embed link.

Link To or Embed

Link To

Embed

Link to This Map

Copy & paste link below

<http://www.mapquest.com/mq/5-46WfgNE4>

STEP FOUR: Now you'll see this form. Copy the code in the box (circled in red in this graphic) and paste it in to your page.

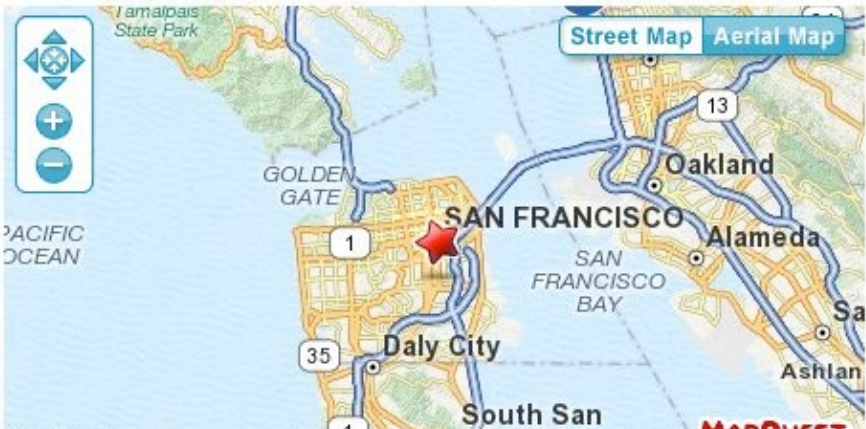
Link To or Embed

Link To

Embed

Your Embeddable Map

Use the pan and zoom controls to position your map



©2010 MapQuest Portions ©2010 NAVTEQ, Intermap

Map Size

Small 250 x 160

Medium 450 x 250

Copy & paste this code into your site

```
<iframe style="height: 270px; width: 450px;" src="http://www.mapquest.com/mq/5-46WfgNE4"></iframe>
```

Advanced Options

STEP FIVE: This is optional. If you wish, click the Advanced Options

link at the bottom of this form, and you'll see a page which will help you resize and customize your map.

Summary

Obviously, this technique will be very useful on some sites, and of little value on other sites.

I've added a number of Mapquest maps to my nature site, and can confirm that these pages regularly bring in traffic from the search engines.

Mapquest is a very useful service for your visitors, if this feature is relevant to your topic.

Let's keep going, on to more content creation ideas.

Discuss this tutorial at Non-Profit-Forums.org

Subscribe Your Way To Success



In the last few articles we looked at a couple of content generating ideas that may or may not be relevant to your site. Ok, enough of that.

Let's move on now to a powerful "content machine" procedure that every site can use to keep the new article ideas coming.

Feed The Machine

We've used the analogy "content machine" to describe the process of web publishing.

A machine needs a reliable supply of raw materials to process.

Your team should be setting up an automated mechanism that will relentlessly feed your project with new article ideas.

You don't want to be searching for information on your topic all the time. Instead, you want it automatically delivered to you.

It's easy to make that happen. Here's how.

Build Your Inspiration Supply Chain

Your team should launch a research project to find the sites that are already publishing quality content in your market.

As you find these information sources, subscribe to them.

You can use websites, blogs, forums, video sites, news feeds, social sites, podcasts, newspapers, magazines etc. Subscribe to any form of media that is relevant to your topic.

You might want to create a special email address just for this purpose.

Set up a folder in your email program, and route all the mail you receive from these subscriptions in to this folder.

Or, you could use a newsreader.

In either case, you want everything your best competitors are publishing dropped in your lap.

Here's an example.

My Nature Video Feed

My nature site includes many YouTube videos. I love YouTube, but there's a lot of low quality video there too, and it can get tiresome sorting through the pile of junk to find the good stuff.

I solved this problem by subscribing to quality nature video producers when ever I came across them on YouTube.

YouTube now emails me a regular report listing new videos from my favorite nature film makers. These reports are filtered in to a folder in my email program.

Now when I want new quality nature videos for my site, I know exactly where to find them, in that folder in my email program.

Be Organized

As you can see, there's nothing tricky or advanced about this. You're probably already doing it to some degree.

All we're talking about here is taking an obvious idea, and scaling it up, organizing it, making it in to a real system.

However you go about it, create an endless incoming flow of new content

ideas that you can use as fuel for your content machine.

Processing The Incoming Content

Obviously, we're not talking about simply copying other people's content, and pasting it in to your site.

Instead, you should see the incoming flow of other people's content as raw material to be processed by your own creativity and ideas.

- If someone in your niche writes a good article, review it, praise it, and link to it. There's a new page on your site.
- If you disagree with another publisher's point of view, debate them in your own article. Email the other publisher the link to your article, and politely invite them to respond. Then reply to their response in a new article on your site.
- When breaking news is well covered on another site, write a brief summary, and link to the full article on the other site. There's another new page on your site.
- If you read an interesting article on a species of whales, put together a photo or video collage of that kind of whale, and present it on your site.

You get the idea. Use other people's content to inspire your own creativity.

The point is not to copy everybody else, but to use the incoming flood of other people's work to stay in touch with your market, and inspire your own contributions.

Summary

If you take this data collection process seriously, and you marry this data flow to your own relentless "content machine" mindset, your project will be in a great position to accomplish one of your main goals, creating a large interesting site.

Remember, every page on your site is one more chance for visitors to find you in the search engines.

Create a quality site, and make it as big as you can.

If this is sounding like a lot of work, well, it is. In the beginning, somebody on your team is going to have to make all these pages happen.

There's Good News Ahead

But, there is something wonderful to look forward to.

If you succeed in creating a large site that receives substantial traffic, you and your team can look forward to a happy future.

In this happy future, your site and income will get ever bigger, ever faster, and your team will no longer have to create all the content.

Bigger, faster, easier.

The reward for all the work your team has invested in launching your site.

This is the promised land, the holy grail, a key moment is the development of a site. It's a goal that your team should be aware of, and shooting for.

Let's Go Web 2.0!



If you make it worth their while, your readers will build your site for you. Welcome to Web 2.0!

You've probably heard talk about Web 2.0, and maybe you've wondered, "What the heck is that anyway?"

Web 2.0 is the liberating goal your team should be shooting for.

Let's talk about it together.

Web 2.0 Explained

Web 1.0 refers to the kind of site that dominated the web in its early years. It's just a site an individual or organization uses to share its message. Web 1.0 is kind of like a speech. One person talks, everybody else listens.

Web 2.0 refers to a community based site, where the content comes mostly from the users of the site. As example, a forum would be a Web 2.0 publication, as are social networking sites.

Ok, so what does this have to do with your AdSense publishing project?

Making The Leap To Web 2.0

Let's recall that our goal is to create a large site with many pages, because

each page is an opportunity for web users to find our site in the search engines.

And of course, the more traffic we have, the more AdSense income we'll have as well.

Somebody has to create all this content.

It could be you and your publishing team.

Or it could be the users of your site.

We've talked about how your non-profit's relationship with your loyal supporters is a great asset that you can leverage in to an income producing publishing team.

Once you build a real audience, the same can be said about your readers.

If you make it worth their while, your readers will help you build your site too.

Here's why.

Readers Need An Audience Too

There are great numbers of people on the Net who can write intelligent articles.

Most people write to be read, but few of these articulate people, a tiny minority, have a significant audience for their writing.

Sure, just about everybody has a website or blog, but the overwhelming majority of these sites receive very little traffic.

If your publishing team can generate significant traffic to your site, you'll have something important you can put on the table to entice your readers in to writing on your site. An audience for their work.

Let's talk about how this partnership would work.

Guest Authors

One way to make your readers part of your publishing team is to invite them to submit guest columns for your site.

Your publishing team can sort through the incoming submissions, and publish the best articles.

Sure, this is work, but it's less work than having to write all the articles yourself.

When you meet guest authors that you'd like to publish regularly, you can invite them to become part of your publishing team.

If you use our Page-Engine service to build your site, it includes a Guest Author feature that allows guest authors to publish independently within a specific section of your site, with their own limited control panel.

Forums

Another way to make readers part of your content machine is to establish a forum for your site.

Starting a forum can be tricky for most sites, because nobody wants to be the first one to arrive at a party. Typically a site needs 1,000 visitors a day or something like that to launch a forum.

However, if you successfully build even a small publishing team from your supporters, you have in-house posters that can get the conversation going on your forum. All you need is an existing conversation for your readers to see, read, and join.

Goal: Exponential Growth

In the beginning, your site will experience incremental growth. That is, somebody on your team will have to create every page on your site, one by one.

If you do a good job of incremental growth, and create a decent audience for your site, you'll then have the opportunity to leap to a Web 2.0 community based site, and exponential growth.

Here's how exponential growth works.

When you go Web 2.0, as your site gets bigger, it gets bigger faster.

The larger your audience, the more readers who you'll have that will want to write on your site.

The more content they add to your site, the more traffic you'll receive from search engines.

With more traffic, you get even more contributors, that create more content, which leads to more traffic, and more contributors etc.

The process feeds on itself, and can create more AdSense income pages than your team will ever be able to create incrementally.

Summary

As your site matures, it can become ever more by and about your readers.

If you work it right, someday you'll be standing back in amazement, watching the content and AdSense income explode beneath your feet.

Going Web 2.0 is something to keep in mind as you do the work required to launch your site. It's a good goal to shoot for.

Discuss this tutorial at Non-Profit-Forums.org

Less Is More



Be sure to design your site around the way your visitors experience the web.

As you put your articles together, it's wise to keep in mind how your visitors are likely to use your site.

We live in an era characterized by instant gratification, and nowhere is this more true than on the Internet.

If we observe closely, or read the experts that have studied web usage, we can see that we don't actually read the web.

Huh?

Be Scannable

That's right. We don't really read the web.

We scan it.

Most of the time, we're continually on the move, leaping from page to page, headline to headline, scrolling, clicking, searching, grabbing bits of content here and there on the run.

We should design our pages to accommodate the real world of web usage.

A few suggestions:

- Keep your articles short.
- Use snappy, catchy and descriptive article titles.
- Include a one or two sentence introduction at the top of every page that gives your reader a bite size summary of the article.
- Emphasize key points.
- Keep paragraphs really short, often just one sentence.
- Divide your article in to subsections, with a descriptive title for each section.
- Use lots of white space.
- Make liberal use of bullet points, like the list you are reading now.

As you develop the habit of using these techniques, you'll find your articles become more reader friendly, which might mean...

Your articles actually get read.

Big Site, Small Articles

We've been endlessly repeating that you should create a big site with lots of pages. More is more we keep saying.

Now we're saying less is more. Huh?

This could seem confusing at first, but there really isn't a conflict.

Take your 1500 word article, and divide it in to three 500 word articles.

The result will be shorter more web friendly articles, and a bigger web site.

Editing

If you're really lucky, one of your volunteers will be an experienced editor.

A talented editor has the benefit of detachment, and can work miracles in condensing and focusing an article.

In addition, working with an editor trains us to be better writers.

If you have an editor in your circle, put them to work!

Summary

Please recall, AdSense publishing is not academia.

You should still write intelligent quality content, but you should package your content in a form that is appropriate to the way we actually read the web.

Keep your content scannable, because scanning is what your readers will be doing.

In the next article we'll look at a few related details.

Discuss this tutorial at Non-Profit-Forums.org

Article Titles Can Make Or Break Your Site



Page titles are the doorway to your articles, and should be inviting and descriptive.

The title of your page plays an important role in the success of your article, and it deserves some extra attention.

Here's why.

Impatient Readers

First, as we discussed on the last page, web users are an impatient,

impulsive, click happy, power scrolling type of reader.

The title of your page is likely where they will decide whether or not to read your article.

Your article title is like your elevator speech, where you've got just a few seconds to summarize what you have to offer. If your title doesn't do its job, the rest of your article could very well be ignored.

A good title should be clear, catchy, and descriptive.

The ideal title will answer the question foremost in the reader's mind, in the fewest possible words.

And the reader's big question is of course...

"What's in it for me?"

Search Engine Rankings

Another important job of your article title is to describe your article to the search engines.

The same could be said of the section headers within your article.

Ideally, you want your article to appear on the first page of search results, for a search term which many people are searching for.

One way to accomplish this is to:

- Know what your readers are searching for. Do keyword research.
- Use popular keywords in your article title.

- Use related keywords in your section headers.

The search engine's number one job is to deliver relevant results to searchers.

Your job is to make sure the search engines know what your page is about, and the title of your article is an important place to do that.

Search Engine Results

Getting your article on to the first page of search engine results is fantastic, but the job isn't over yet.

Remember, there are usually ten sites listed on the first page of search engine results, and your article has only one of those slots.

There are nine other links on the search results page that the web searcher can click on.

How will the reader decide which of the ten sites in the search results to visit?

Probably by comparing the titles of the choices offered.

Try to write a clear, compelling, descriptive title that will win this competition.

Article Summary

Your article should also contain a subtitle.

That is, a brief one or two sentence summary which can be used to

expand upon the title.

Again, the point is the same as the title. Make it clear to both search engines and readers what your article is about.

Don't make them guess, because they probably won't bother.

Now that we've discussed your article titles, on the next page we'll take a quick look at the title for your entire site...

Your domain name.

Discuss this tutorial at Non-Profit-Forums.org

Choosing Your Domain Name



On the last page we talked about the importance of your article titles. The biggest title on your site is of course your domain name.

Let's reflect on that decision a bit.

A Concise Description

Like any good title, your domain name should describe your site at a glance. It should instantly communicate the purpose of your site.

If you have to explain a domain name you're considering, you should probably choose another one.

Give priority consideration to domain names that are easily said and remembered. Simple words with the fewest syllables is a good place to start.

As example, I originally considered the domain "non-profit-communities.org" for the site that is home to this tutorial.

After some thought, I realized "non-profit-forums.org" is shorter, simpler, easier to say and spell, and more clearly describes the purpose of the site.

Research Your Market

As we've discussed, your site should know what your readers are looking for, and give it to them. Keyword research is a good way to learn what our audience is searching for.

Before you choose your domain name, you might visit the [Google Keyword Tool](#).

Enter some of your domain name ideas in to the Google Keyword Tool, and see how many searches there are for various versions of the phrases you are considering.

If you find one of your phrases is much more popular than your other choices, that might help you make your decision.

Ranking high for popular phrases is key to building significant traffic for your site. Basing your domain name on a popular search term assists this goal.

Should I Be A Dot Com?

The phrase you choose for your domain will end in .com, .org, .net or some other domain name ending.

There are no hard and fast rules about what to choose, but here are a few guidelines.

Dot com (.com) is by far the most popular, and would likely be the first thing a user would try if they heard about your site somewhere.

Ordinarily dot com is the obvious choice, but because you are a non-profit, dot org (.org) is another possible option.

If you are truly serious about your site, you can consider registering your domain in the dot com, dot org and dot net endings. This avoids confusion if someone else uses your domain with a different ending.

Domain Registrars

You can register your domain name (and search for available domain names) at a domain registrar.

I've used DirectNic for years now even though they are a bit more expensive than other registrars (\$15/yr per domain) because they've always been very professional, and domains are quite important.

<http://DirectNic.com>

GoDaddy is a popular registrar because of their low pricing, but I found them less impressive myself. Their home page is too much a jumble for me to tell you what their current pricing is.

<http://GoDaddy.com>

Your domain name is a key asset of your site, and to me, it doesn't make sense to choose a cheap domain registrar, just to save a few dollars a year. But, opinions on this will of course differ.

Discuss this tutorial at Non-Profit-Forums.org

Your Link Building Team



If you're serious about your publishing project, you'll want to avoid what could be the most common and damaging mistake that so many webmasters make.

And that often repeated classic mistake is...

Building a nice site...

But neglecting to promote it.

To help you sidestep this usually fatal error, the articles in this section will explain the importance of building links to your site, and offer some suggestions for how to go about it.

Building Links Is Not Optional

The income your site earns from clicks on AdSense ads will to a large degree be a function of how much traffic your site receives.

Your traffic will be determined by both the size of your site, and the

number and quality of links to your site.

You need both, content AND links. It's very unlikely that content alone will be enough to make your site a success.

In a word, without links, your project is dead in the water.

Without incoming links, most of the work you put in to creating a nice site will be wasted.

Bummer.

Why Links Equal Traffic And Income

The first reason links help build your audience is obvious.

Every link from another site to yours is a way for readers in your market to find and visit your site.

The second reason is less obvious, but even more important.

Most of the traffic to most sites comes from the search engines, primarily Google.

The amount of traffic your site receives from search engines will depend on how well your site ranks in the search engine results for popular keywords in your niche.

The factors that affect search rankings are complicated, and can't be known precisely, as they are search engine trade secrets.

But it's safe to say that the number and quality of links to your site is a major factor in the amount of traffic you receive from search engines, and thus...

The amount of income your site earns.

So, please understand there is a direct relationship between links and income.

50% Content - 50% Links

Once your site is up and running, your team should spend roughly half it's time creating content, and half it's time promoting that content.

Avoid the trap that causes most sites to fail.

Don't get so involved in the creative satisfaction of building a nice site that you never quite get around to promoting your creation.

It can't be repeated too often. Most sites on the Net fail, and they do so because they neglect promotion.

The good news is that all the sites that neglect marketing are removed from the competition, and the road to success is left wide open to that minority of sites that take promotion seriously.

Be one of those serious sites.

Your Link Building Team

You should create at least a couple dozen quality articles on your site before you begin link building.

The kind of webmasters you most want to partner with respect their audience, and will insist on linking only to quality sites.

The first step to a successful link building campaign is quality content.

Once you have created something worth linking to, you should establish your link building team.

To start, look for an enthusiastic volunteer that's willing to lead your marketing effort.

Being enthusiastic and willing is perhaps the main qualification for your marketing chief, because link building is mostly common sense and elbow grease.

The basic training for your link building leader can be found right here on this site.

The good news is that link building is a great job for those volunteers that don't enjoy writing articles.

Anyone that is able to do basic web research, fill out forms, and send simple emails, can be a valued member of your link building team.

Summary

Successful AdSense publishing involves building an audience for Google's advertisers.

A willingness to take promotion seriously is usually the dividing line between those who will succeed, and those who fail.

Building links to your site is the heart of promotion, and can be accomplished by unskilled supporters that are eager to serve your cause.

Now that we've hopefully impressed upon you the importance of link

building, the following pages will offer some practical suggestions of how to go about it.

On the next page we'll learn that not all links are created equal.

Discuss this tutorial at Non-Profit-Forums.org

All Links Are Not Created Equal



Generally speaking, your marketing team should be given the mission of finding as many links to your site as possible.

This is a simple straightforward plan, that even the most novice assistant can understand. More is better.

However, the marketing power of links do vary, and those volunteers that want to make the most efficient use of their time should read this page to learn about link quality.

Understanding Links

The search engines can easily determine the relevancy of a page to a search just by examining the words on the page.

However, there will likely be a great number of pages that are equally relevant to a search phrase, and so the search engines need to consider factors other than relevance when ranking search engine results.

Web searchers don't want just pages relevant to their search, they want

quality pages relevant to their search.

Search engines use the number and relevance of incoming links to a site as a kind of content quality voting system.

The general idea is that good sites will have many incoming links from enthusiastic readers, while lousy sites won't.

Building links to your site is thus a bit like running for political office. You go out in to the web community, and seek support from readers and other sites.

However, the election analogy is far from perfect, because this isn't a real democracy.

The truth is, some people's votes count far more than others in establishing your site's reputation for quality with the search engines.

Some links are better than others.

Links From Relevant Sites Are Best

Links from other sites on the same topic as your site are quality links.

The search engines reason that these sites are in the best position to determine the quality of your site.

Links From Popular Relevant Sites Are Even Better

The ideal link is a link from the sites that lead your niche.

To find the leaders of your market, enter the main keywords for your

niche in to the search engines, and see which sites appear in the first couple pages of search results.

These "authority sites" have established their reputation for quality with the search engines, and they are in a position to share their reputation with your site.

Your long run marketing plan should include establishing a mutually beneficial partnership with the leading sites in your niche.

But, don't approach the market leaders at the beginning of your link building campaign.

Build up your content and your own links first. Like they always say, you only get one chance to make a good first impression.

One Way Links From Popular Relevant Sites Are The Best

One way links are of more benefit to your project than link swaps.

Search engines will view one way links as a sincere "vote" for the quality of your site, whereas a link swap looks more like what it is, a business transaction.

Ideally, you want to receive links from sites that don't require you to link back.

If you have great content, this will often happen naturally when other people and sites link to you to share your site with their friends and readers.

What Are NoFollow Links?

In recent years, blogs have been overwhelmed by people commenting on articles solely for the purpose of getting a link back to their site. This activity is often called "comment spam".

In response to this, the search engines invented a kind of link called a "nofollow" link.

Most blog owners now use nofollow links for the comment section of their blog.

A nofollow link works exactly like any other link for the reader. If they click the link, they'll go to the URL in the link.

However, a nofollow link is not counted as a "vote" of support by the search engines.

When a blog owner uses a nofollow link they are telling the search engine...

"I don't know anything about these people, and I am not voting for the quality of their site."

So obviously, nofollow links are not as valuable to your marketing efforts as normal links.

Here's an easy way to determine whether a link is a nofollow link.

A Firefox Plugin

I was delighted to discover this excellent and free Firefox plugin, from

Zachary Fox which makes it really easy to see if the links on a page are nofollow links.

You can read about this plugin [here](#).

You can download this plugin [here](#).

Once the plugin is installed in your Firefox browser, just go to any page, and choose "NoDoFollow" from the Tool menu of Firefox.

All the nofollow links on the page will be highlighted in red.

The regular links are highlighted in blue.

It's simple, it's easy, it's brilliant.

Nofollow links aren't bad, they just aren't as helpful to you as regular links.

But some links really are harmful to your site.

Bad Neighborhoods

As we've discussed, the search engines will determine your site's reputation by who links to you, by who your friends are.

Thus, you don't want links to your site from bad actors on the Internet.

Links from illegal sites, hate based sites, scam sites, and other disreputable players should be avoided. Just like the offline world, you don't want to be associated with bums.

Another kind of site you don't want to be associated with are sites whose focus is trying to scam the search engines.

Steer clear of sites that invite you to enter supposedly clever schemes where your site is linked with thousands of other sites using software and so on.

If it smells fishy, if it promises you the world for a dime, walk away.

Summary

Generally speaking, the more links to your site the better.

That said, it's a good idea to educate your team about links, and reach for quality links where ever possible.

Stay away from scammers, and any link building system that sounds good too be true.

So, we've established that link building is very important, and given you some guidelines regarding the types of links you should value most.

Now that this link building overview is complete, let's look at some specific strategies for building links to your site.

There's some very good news coming for you on the next page.

Discuss this tutorial at Non-Profit-Forums.org

Non-Profits Have Marketing Magic



The really good news is that non-profit organizations have a great opportunity to become link building marketing machine masters.

Writing this article is a fun fantasy trip for me, because boy do I wish I was in your position when it comes to building links.

No kidding, your non-profit is well positioned to be the envy of the typical AdSense publisher.

Here's why.

Lone Wolves Live In A Dog Eat Dog World

The typical AdSense publisher is a "lone wolf" individual webmaster working by themselves, for themselves, trying to grab some dollars off the Internet.

For most of us, link building can be a tedious and tiresome uphill climb, because we have to do every bit of the work ourselves, and nobody really cares whether we succeed or not.

For us, it's completely normal, utterly routine, to politely contact another site to try create a link building partnership, and never hear a word back.

For us, it's not unusual to be greeted with suspicion and mistrust, because excesses in the Internet publishing business have created credibility problems for everybody.

Happily for you, your non-profit is in the opposite position, and has none of these problems, because...

The World Loves You!

It's true. The world loves you. I love you.

I'm spending a few weeks creating this site, because it's inspiring to me to become part of the non-profit world, and your good work.

Your leadership in the non-profit arena provides me with an opportunity to connect my skills to something positive and meaningful, something inspiring, something uplifting and fun.

And thus, here I am, volunteering to assist your efforts, because doing so assists me.

Lots of other people will feel the same way for the same reason.

And you already know who a lot of these people are, because they're already supporting you in some way or another.

When it comes to promoting your site and building links, you've got a fantastic built-in asset at your finger tips.

The good will of your supporters.

Mobilize Your Supporters

Nearly everybody is on the Net these days, and it's now common for folks to have their own sites.

Once your site is up and running, with some content worth linking to, your supporters can provide great assistance by linking to your AdSense publishing project from their own sites.

Ask your supporters to include a link to your project in the template their site builder uses to create pages.

If they agree, every time they add a new page to their site, they'll be creating a new link to your site.

As example, if you have 100 supporters that have sites of 100 pages each on average, your link building campaign could start with 10,000 incoming links.

Please note, this is more links that the typical website will get in it's entire history.

Tips And Tricks

Getting lots of people to link to your project by any means is great, but there are a few tips and tricks that can make their effort even more effective.

It's not that hard.

Spread The Links Around

First, don't ask all your supporters to link to your home page.

Instead, ask some of them to select articles within your site that they find interesting, and link to these articles.

Point being, it's better for you if your incoming links are spread across your site, because this is a more convincing pattern of "voting" behavior, as seen by search engines.

Use Relevant Link Text

Next, it's helpful if your supporters link to you with carefully chosen link text.

As example, if you've used keyword research to create your article title out of a phrase that people are actually searching for, it's ideal that incoming links use this phrase as the clickable link text.

Using your targeted phrase in the clickable link is a very well known technique for helping the search engines understand what your page is about, which helps your ranking, traffic, and income.

Explaining The Strategy

If explaining all this to your supporters sounds kinda complicated, don't sweat it.

Just send them to [this page](#).

Say, "Go here, this is what we're trying to do, please help."

It's not crucial that every supporter get it exactly right. Any links they can send your way are helpful.

Summary

All this Internet business talk may seem overwhelming at first, and you may be wondering whether your non-profit is really qualified to pull this off.

It's true there's a learning curve, but please know this.

In some very important ways, your non-profit is more qualified to succeed at AdSense publishing than the vast majority of publishers that are already making it work.

Link building is a good example of this.

Ok, we've hopefully gotten your project off to a great start with incoming links from many of your supporters.

Discuss this tutorial at Non-Profit-Forums.org

Make It Easy For Readers To Link To Your Site



On the last page we explained how lucky you are to have a built-in base of supporters that can form the heart of your marketing team.

Here's more good news.

You also have another even larger group of people that can help you with promotion.

Let's talk about how you can engage your readers in the process of

building links to your site.

Great Content

The first step in inspiring your readers is of course great content.

Let's reflect on the psychology of word of mouth referrals. When we share information with our friends, we want to look good in the process. We want to be appreciated for being the provider of something of value.

Obviously, if a site stinks, people will be reluctant to share it with their online contacts, even if they support the cause behind the site.

This is just common sense, but it is important, so it's worth emphasizing.

The first step in generating word of mouth buzz for your site is to have a site worth buzzing about.

That's a great start, but it's not enough. There are two more steps to success in word of mouth marketing.

Ask For Help

Most of your readers will have no idea that you are trying to get lots of links to your site.

So, you have to ask for their help.

You might put a short little fun sentence at the end of each article, and link it to a page where you explain the details.

Don't be shy. You're not asking them to help you personally, but

something larger, the cause that your site serves.

No kidding, the fact that your site is about supporting a non-profit doing good work in the world is an important link building asset. Use that asset.

Lots of folks will be willing to help, if you help them understand why they should.

You have to explain that you need links, why you need links, why your cause is worth supporting, and how they can help.

So, you've got great content, and you're asking your readers to link to you.

We're almost done, but there's one more important step.

Make It Easy

We all have good intentions, but if a favor isn't easy and convenient to give, it's awfully easy to put it off until...

Never.

You have to make it easy for your readers to link to you.

And the good news is, a friend and I have made it really easy for you to do that.

We've coded a web page widget called the Word Of Mouth Tool which makes it very easy for readers to link to a page they like, in a variety of ways.

The Word Of Mouth Tool automatically grabs the title and URL of any page where it is installed, and places this information in to links that can

be easily copied and pasted in to an email, a web site, a social networking service, etc.

The Word Of Mouth Tool is free, and you can install it on any site just by copying and pasting a few lines of code.

You can also customize your Word Of Mouth Tool with your own text, images and colors, so it fits with the look of your site.

<http://word-of-mouth-advertising.com>

Summary

So, you can make your readers part of your marketing team with three steps.

- Great content.
- Ask for help.
- Make it easy.

Now that your readers are on board, let's return to some specific techniques your marketing team can use to build links to your site.

Discuss this tutorial at Non-Profit-Forums.org

Use Google Alerts To Find Your Fans



Google Alerts are a simple, fun, easy way to build online partnerships and links.

You've probably heard of Google Alerts.

<http://www.google.com/alerts>

Google Alerts is a free service from Google that will send you an email when ever the Google search engine finds new information on a topic of interest to you.

If you have good content on your site, strangers will find it, and link to it.

You can use Google Alerts to receive notification when someone links to your site.

Just go to Google Alerts and enter your domain name in quotes, like this...

"non-profit-forums.org"

Here's what you should do when Google Alerts tells you that another site has linked to you.

Make Friends

When you learn that another webmaster has given you a link, contact them and say thanks.

Just as you probably enjoyed the fact that somebody has noticed your work, the webmaster you contact may appreciate that you have noticed them as well.

Make a friend.

Look for a way you can return the favor.

You might stop by this site that has linked to you from time to time and comment on the articles.

Do they have a forum that interests you?

You might write a review of this site.

You might create a mailing list that offers the latest news about your site, and ask people who link to you if they'd like to subscribe.

Build your site's network of online contacts.

Look for allies, partners, mutually beneficial relationships that may mature in time to more links, and opportunities larger than just a link.

Delegate

Building relationships with new supporters is a job that can be delegated to an existing supporter.

There's nothing complicated about getting Google Alerts, visiting the site that's linked to you, and saying thanks. Anybody with basic diplomatic skills can take charge of this operation.

A volunteer can organize this networking process, and keep a record of people your site would like to develop a closer relationship with.

The key to building your site's network of online relationships is having a plan, and working the plan patiently over time.

Do you have somebody on your team that would welcome this challenge?

Ok, making friends with people who like our site and are already linking to us is easy enough.

Now that we're getting in to the swing of making friends, let's take it to the next level.

Discuss this tutorial at Non-Profit-Forums.org

Master Link Building Diplomacy



On the last page we talked about becoming friends with people who have voluntarily linked to your site.

On this page we'll raise the bar, and take on a bigger challenge.

Let's talk about creating partnerships with webmasters that...

... don't know you or your site,

... are really busy,

... and are pretty sick of strangers that want things from them.

The Challenge

The Internet is the world's biggest city, and it's full of strangers that want things from us.

If we cold call a list of other webmasters out of the blue and ask for a link, we become one of these strangers that want something.

Playing this unwelcome role is not very fun, which means we're unlikely to stick with it.

And, contacting people we don't know is not very effective either, given that we all have well developed defenses for keeping the crowds of clamoring strangers at bay.

It wouldn't be surprising to send 100 carefully selected sites a polite concise note requesting a link, and not receive a single reply. Ouch!

So what can we do?

Don't Be A Stranger

Most of the time, it will be a human being that will decide whether or not to create a link to your site.

People will make this decision by considering more than just the quality of your site.

The truth is, webmasters are most likely to link to other webmasters they know and like.

So, you want to be one of those.

Let's touch on some ways to get this ball rolling.

Be Socially Successful

First, your team should focus it's outreach on sites in the same general niche as your site.

Forums

Team members can find forums on your topic, become involved, contribute usefully, and make friends.

Visit other member's sites, and chat about them.

Blogs

Someone on your team can be tasked to make a list of all the good blogs on your topic.

Your team can become regular visitors on these blogs, and leave intelligent and interesting comments on the articles.

You can write reviews of other blogs, or write responses to one of their articles on your site.

Look for ways to do your fellow webmasters favors. Listen, learn what they need, and see if you can help make it happen.

Social Sites

Social networking sites are all about making friends, so Twitter and Facebook accounts might be a good idea. Perhaps someone on your team can focus on that.

You get the idea. Network. Be patient, be a pal, build the relationships, and the links will come.

Yes, you may still have to ask for the links, but by the time you do, you won't be a stranger.

Organize It

Ideally, someone on your team will organize this process of building your site's partner network.

- Identify sites you'd like to receive links from.
- Establish a process for becoming a welcome part of these webmasters lives.
- Track where you are in your process for each contact.
- Check each webmaster off when your list when you've received a link from them, or are sure you never will.
- Continually build and work your prospect list.

Sound like a lot of work? Well, ok, perhaps it is. And because it is, the majority of sites won't bother.

And these sites that don't want to bother will be dominated in the search results by those who do bother.

The Good News

The really good news is that it should be much easier for your non-profit to create this network of link building relationships than it is for the typical AdSense publisher.

- For one thing, you have a network of supporters that can help you develop contacts.
- Even better, you aren't building links for yourself, for your own personal pocketbook, but on behalf of the cause you serve. This will open many doors that would otherwise remain closed.

Thousands of individuals are doing well with AdSense publishing, and your non-profit is better positioned to succeed than most of them. Keep that in mind.

Ok, we've talked about building allies around the Net.

But not all your supporters will be good diplomats, so let's turn next to some link building techniques that don't require social outreach.

Discuss this tutorial at Non-Profit-Forums.org

Build Links With Article Marketing



You can build links to your site by writing articles that you share with other webmasters.

Those members of your publishing team that like to write can help you build links through article marketing.

Let's take a look at how that works.

What Is Article Marketing?

The idea is that you allow other webmasters to publish some of your articles on their site.

In return, there is a credit box at the end of the article which includes a few sentences about you and your project, and a link to your site.

Everybody wins. The other webmaster gets free content, and you get a free link.

Here's how you can create these kind of partnerships.

Identifying Potential Partners

Perhaps the most effective way to build links with article marketing is to identify leading sites in your niche, and apply to become a guest author there.

You can identify leaders in your market in this way.

Go to the [Google Keyword Tool](#) and find the most popular keywords related to your topic.

Enter these keywords in to the search engines, and make note of the sites that appear in the first couple pages of search results.

You can get a ballpark idea of a site's traffic using [Compete.com](#).

You can look for blogs in your niche using [Google Blog Search](#) or [Technorati](#).

Use this research to build a list of sites that you'd like to submit articles

to.

Next, refine your list of potential partners.

Go to the domains on your list, and zero in on the sites that appear to be already using guest authors.

Ideally, you don't want to have to sell the webmaster on the concept of using guest authors.

Be A Ruthless Critic Of Your Own Work

Now that you have your short list, review your articles, and see if they measure up to the guest author articles on your target site.

Are your articles relevant to the purpose of the target site? Do your articles offer interesting and useful ideas that are not already available on the target site? Is your spelling and grammar in tip top shape?

Are you really ready to make a great first impression?

Becoming A Guest Author

If your content passes your ruthless review, write the webmaster a short, professional, to the point email asking if they would be willing to review your article for suitability for a guest author slot.

Don't ask if they will publish your articles, ask if they would be willing to examine them, no obligation involved.

If you don't hear back, wait a month, and try again.

If this doesn't work, consider a phone call, or a snail mail letter.

Be polite, be brief, be cheerful.

Be organized, and be persistent.

Becoming a respected partner with the high traffic sites in your niche is ideal, but there are other ways to do article marketing too.

Article Directories

Article directories are sites that specialize in bringing webmasters together for the kinds of partnerships we've just discussed above.

The leading article directory is probably EzineArticles.com.

You can create a free account on EzineArticles.com, and then submit articles to the editors.

This site has lots of nit picky rules to keep the quality up, so be sure to read, understand and follow all their policies. If one of your articles is rejected, fix the problem, and resubmit.

If your article is accepted, you'll receive two benefits.

- First, you'll get a link on EzineArticles.com, which is a high ranking site with significant traffic.
- Next, other webmasters may find your article in this directory, and republish it on their sites, with your link included.

You can upload many articles to this site. Some authors have a thousand or more articles in this directory.

Other Article Directories

It's probably a waste of time to upload your articles to every article directory on the Net, as there are hundreds of them, and most don't receive that much traffic.

Start with EzineArticles, and if you are feeling ambitious, you might expand your article marketing operation to include some of these sites too.

<http://buzzle.com>

<http://ideamarketers.com/>

<http://articlesbase.com/>

<http://goarticles.com/>

<http://articlerich.com/>

<http://articedashboard.com/>

<http://amazines.com/>

What To Expect

Sharing just few articles is unlikely to result in an explosion of traffic to your site.

The key to successful article marketing is:

- Share the very best content your team is capable of.

- Develop a consistent pattern of sharing articles, and sustain the pattern patiently over time.

Article marketing is a great link building method for team members that love to write.

If necessary, the diplomatic end of the job can be handed over to another team member with a winning smile.

Let's move on now to a link building technique that is largely mechanical.

Discuss this tutorial at Non-Profit-Forums.org

Add Your Site To Website Directories



While most of us will use the search engines to explore the web, let's not forget there is another, and maybe even better way.

Website directories specialize in offering an organized list of links to quality sites.

As example, you might want to spend a few minutes exploring The Google Directory.

Let's talk about getting a link to your site included in some of these directories.

Find Website Directories

There are thousands of website directories on the Net, and it's just not practical to try to get listed in them all.

You want to start with the directories that are most relevant to your topic, and then work out from there.

One way to find website directories is to use [sites that specialize in listing directories](#).

Another way is to go to Google and do a search like this:

your topic + directory

Do your research, and create a list of the most promising directories for your project.

PS: I've got a list of a couple thousand directories I'll be sharing once I get them organized and presentable.

Getting Listed In The Directories

First, make sure your site has some quality content, and that everything is working well. Don't try to list an "under construction" site in the directories, you'll just waste your time.

Once you have your list of target directories, start visiting them and filling out their application forms.

For best results, be sure to read and follow their policies.

That's it. Find relevant directories, and ask to be listed. Pretty simple.

Delegate This Job

As you can see, this is an easy job.

Almost any of your supporters would be qualified to help you with this.

There's no deadline, your team could work on this patiently for years, adding your site to directories one by one.

DMOZ

The best known directory may be the Open Directory Project.

<http://dmoz.org>

You can learn about the DMOZ on their about page.

Ideally, you want to be listed here someday. But, it's notoriously difficult to get included, so patience and persistence is required.

I'd suggest you put this off for a year, until your site is loaded with great content, and you have lots of other links coming in.

Look at the other sites listed in your category in the DMOZ, and try to understand what they are looking for. Building your site to their standards is a good goal to shoot for.

Once you feel you're ready, read the rules very carefully.

Fill out an application, and expect to be ignored.

Smile, be patient, and try again in a month or two. And just keep trying.

Yahoo

Yahoo has a well known directory too.

You can learn about it here.

<http://dir.yahoo.com/>

Yahoo charges \$300 just to review your site, and if you are accepted there is a \$300 yearly fee.

The value of this offering is questionable, so I'd suggest ignoring Yahoo unless your site is making so much money that you are buying advertising.

Ok, that should get you started on building links with directories.

Discuss this tutorial at Non-Profit-Forums.org

Be Generous With Testimonials



Do you enjoy it when people send you an email to applaud your site? Sure you do. So do other webmasters.

Here's a quick tip that will come in handy sooner or later.

When you find a site, service or vendor that you like, send them a testimonial.

Everybody likes compliments, and your testimonial may very well be published on the vendor's site, along with a link to you.

Make your testimonials sincere, specific and concise.

At the end of your email, include a sentence like this...

"Please feel free to publish my comments on your site. If you do, a link back to my site will be gratefully appreciated. Thanks!"

That's all there is to it.

Be sincere, be generous, make a friend, and maybe get a link.

You won't get hundreds of links this way, but even one link on a prominent site can be a big help.

Discuss this tutorial at Non-Profit-Forums.org

Analyze The Competition



One way to find sites that might link to you, is to know which sites are already linking to your competitors.

There are thousands of sites you might ask for a link, so it's a good idea to narrow your search to those sites most likely to link to you.

Luckily, there's an easy to find these promising sites.

Find Your Competitors

First, find your main competitors.

Go to the [Google Keyword Tool](#) and look for the most popular search terms relevant to your topic.

Now, go to the [Google search engine](#) and search for these keywords.

The sites that come up on the first couple pages of the search results are your main competitors.

Create a list of your competitors.

Who Links To Your Competitors?

Now we want to find out who is linking to your competitors.

To do this, we'll use the [Yahoo Site Explorer](#).

Go to that page, and enter the domain name of your competitors.

The display will show you up to 1,000 pages that are linking to each competitor.

Given that these sites have already linked to your competitors, there's a chance they'll link to you too.

There's no guarantee, but at least you've limited your search to sites that are already doing the kind of thing you are hoping they will do for you.

Market Samurai

[Market Samurai](#) is a popular software that some people buy and use for research like this.

I haven't used it myself, and thus can't offer a report.

This should get you started on your competition research.

Discuss this tutorial at Non-Profit-Forums.org

Post On Forums To Build Links



Your supporters can help you build links to your project by going to their favorite forums and chatting up a storm.

Internet forums are a very popular activity which many of your supporters will already be involved in.

If your supporters are willing, it's really easy to turn all this activity in to a link building project for your non-profit's web site.

How It Works

Although every forum has it's own policies, usually it works like this.

Forum users are discouraged from promoting their websites within their posts, but are permitted to link to any site(s) they wish with their forum signature.

A forum signature is a few lines of text automatically added to the bottom of each user's post.

So, if your supporters put a link to your non-profit's website in their forum signatures, every time they type a new post, they'll be creating a new link to your site.

It will take them 30 seconds to add your link to their forum signature, and then they can forget it, and continue posting as they always have.

Link Building Power

As you can see, if you have a few dozen supporters that are participating in forums regularly, your site will have a steady stream of new links, that nobody will have to do any extra work for.

Even in it's simplest form, this link building strategy can be a real benefit to your project.

Now let's explore taking this idea to the next level.

Finding Forums

Ideally, your supporters will be posting in forums that are relevant to your topic. If they aren't doing this already, and are willing to help, then you'll need to find the right forums.

For starters, try [Big Boards](#), a well organized directory of a couple thousand forums.

Or, you might want to try [other forum directories](#).

Another option is to go to Google, and type in a search like this:

your topic + forum

You get the idea.

Ideally, someone on your team will research the best forums for your topic, and direct the other supporters to participate in these forums, using a link back to your site in their signatures.

Keeping Your Team Motivated

Here's a tip that might help keep your forum posting team motivated.

We all like to see the progress we're making. You can tell your supporters how many links they are creating to your site with forum posting, if you do it like this.

Instead of having everybody link to your home page, have them link to a special page on your site.

This special page could perhaps be a personal message from you designed specifically to welcome the forum visitors to your site. Or it could be anything else.

Now you can use [Yahoo SiteExplorer](#) to count how many links there are to this specific page.

You could also track the traffic to your landing page with [Statcounter.com](#) (free).

Now that you know how many links are being created by forum postings, you can use this number to thank your supporters, urge them on to ever

higher levels of link building glory, and so on.

If your team leader knows how many links are being created by forum posting, and they report this number back to the forum posters every so often, it will show the forum posters their work is noticed and appreciated.

The Usual Warning

You want links from respectable sites, not bad neighborhoods.

It might be a good idea to gently educate your supporters so they know that while almost all links are good links, some few links could hurt your project.

Any site that is sneaky, suspicious, illegal, hate based, adult content etc, should be avoided. Just ask your members to use common sense, and all should be well.

Discuss this tutorial at Non-Profit-Forums.org

Leading Marketers Love Link Bait



Link bait is especially interesting content that hooks your audience's interest, and starts an expanding conversation that results in viral link growth to your site.

Sometimes a single great idea can produce more links and traffic to your site than all the rest of your content put together.

Let's talk about link bait.

What's Link Bait?

If you can hook your audience with a particularly engaging piece of content, you may start a conversation about your site that explodes across the Net.

It happened to us once by accident. Here's an example.

Squirrely Marketing

My wife and I raise and release orphaned baby squirrels. It's an obscure odd kind of hobby, but we enjoy it.

We created [a website about our squirrels](#) so we could show our friends and family what we were up to. We didn't expect much traffic, and we were right. We had a few dozen visitors a day at best.

Then a friend suggested we post a link to our squirrel videos on a popular site about cute things.

HOLY COW!!

A few days later the traffic to our site leaped to a few thousand visitors a day, as lovers of cute stuff told each other about our site on social networks.

It was a viral word of mouth marketing process, with the audience doing all the work.

Apparently there's a big audience for video of fuzzy little rats in

cardboard boxes. Who knew?

Ok, so if we're clever, or lucky, lightning can strike. Let's see what we can do to increase the odds.

Link Bait Ideas

Ideally, you want to create link bait that is relevant to your topic.

Getting lots of visitors is great, but getting targeted visitors that are interested in your entire site is the real goal.

So, try to adapt ideas like this to your own situation.

- Can you create a compelling tool that would be useful to your audience?
- Lists of tips are quite popular. As example, if your site is about the environment, how about a list called, "The Top Ten Ways To Save Energy, And Money!"
- Can you create some news, or be the first to report some news?
- Can you connect your topic to a famous person somehow?
- Can you generate constructive controversy? Debates are popular. Can you start one, or join one?
- Can you come up with something interesting, useful or fun that you can afford to give away for free?
- Can you expose a scandal?
- What kind of content relevant to your topic would you share with

your friends?

- Does anyone on your team have a unique skill or story?
- Could your site be the leading source of humor related to your topic?
- Does your topic lend itself to crazy photos or videos?
- Do you have inside information that isn't available elsewhere?
- Ask your readers for their link bait ideas!

Be creative, study other's success, ask for help, keep trying, be patient, and get lucky.

Summary

It may be impossible to come up with a winning idea on the spot by an act of will.

But if you have the concept of link bait in the back of your mind, you never know when inspiration might strike.

Keep your eye on the kinds of things people like to pass around to their friends, and see if you can become part of this channel.

If you succeed, you may have thousands of people passing your link ever onward, in a viral link explosion that can rock your stats.

Build Partnerships With Blog Commenting



Meet good bloggers in your niche, make friends, create partnerships, get links!

Whatever your topic, there are hundreds or thousands of bloggers out there already talking to your market.

These publishing peers can open the door to a broader audience for your site, if you handle the diplomacy with some skill.

Organizing Your Outreach

For a first step, start a list of any interesting blogs you find related to your topic.

You could use a regular Google search, or perhaps try [Google's Blog Search Tool](#).

[Technorati](#) is another well known blog search tool, and they try to keep track of the Net's leading bloggers.

You can get a ballpark idea of how much traffic a blog has by using [Compete.com](#).

You can get an idea how many incoming links a blog has using [Yahoo SiteExplorer](#).

Ok, once you've got a good list of relevant blogs to work from, let's reach out to the bloggers.

Blog Commenting Strategy

First, understand that most blogs these days use nofollow links in their comment section.

This means you probably won't get much search engine value from the links you include with your blog comments.

So, you should focus your blog commenting on other goals.

- First, aim for the high traffic blogs in your niche. On high traffic blogs, you should get some direct traffic to your site from your comment links.
- Second, set a goal of earning the respect and friendship of the blog owner, by contributing interesting useful comments to their articles.
- Third, keep your eye out for other posters that you can create partnerships with.

It's these relationships that you make that will lead to links to your site.

Creating Partnerships

If you're a people person, a good diplomat, your common sense is a good guide to creating partnerships with bloggers in your niche.

Don't contact the blogger privately until you've established a pattern of adding quality comments to their blog. You don't want to be a stranger when you make contact.

Try to understand what kind of help the blogger would welcome, and see

if you can provide it.

Do more for the blogger than you ask in return.

Be polite, be patient, be gently persistent, but not pushy.

If your outreach is consistently ignored, listen to this, and move on.

Benefits Of Partnership

If you succeed in earning the respect of the blogger, you can invite them to submit a guest author article to your site. You can offer to submit a guest author article to their site, with your link included.

If a blogger likes your site, they may add a link to your site in the sidebar of every page of their site. They will likely expect you to return the favor.

You may be establish an article dialog, where you write articles that respond to their articles, and they respond in kind.

The blogger may introduce your site to their ezine readers, a favor you can reciprocate.

You may come up with joint project ideas that you both can benefit from.

All the possibilities of such relationships can be begun by reading the leading bloggers in your niche, and commenting on their articles.

Additional Link Building Tutorials



Here's a list of other link building articles which you may find helpful.

The preceding pages of this link building tutorial have given you enough to work on for years.

It's important to emphasize that link building success is less a matter of what you know, and more a matter of what you do.

Knowledge minus action equals zero.

That said, if your team is really fired up about link building, that's good, and there's plenty more that can be learned.

Here's a list of other resources that may spark your further research on this topic.

Google Knows All

First, Google is our friend of course.

Search Google for... "[Link Building Techniques](#)".

Forums

If you like to learn with others, link building forums could be a place to start.

You should keep in mind of course that not everybody knows what they're talking about, and some posters are using techniques that could get you in trouble with the search engines.

[Link Development Forum](#)

[Link Building Forum](#)

Link Building Articles

Finally, here's a selection of articles from some prominent webmasters.

Some of the articles are somewhat dated, but link building is link building, and you should find some additional suggestions and insights.

[131 \(Legitimate\) Link Building Strategies](#)

[101 Ways to Build Link Popularity in 2006](#)

[Measuring Link Popularity](#)

[The Golden Rules Of Link Building](#)

[The Art of Advanced Link Building](#)

[Web Links from the Search Engine's Perspective](#)

[The Art and Science of an Effective Link Building Campaign](#)

End Of Tutorial

And so we come to the end of this online publishing tutorial.

I hope you've found it helpful, and now see the opportunity your non-profit has to fund itself with online publishing.

The one thing I hope you'll take away from this tutorial is the fact that your non-profit has a fantastic asset that few successful webmasters can match.

Your ace in the hole, your unique competitive edge, is the good will of supporters that want to see your non-profit succeed.

If you can connect that rare asset to the information and tools available on this site, you have the opportunity to create a significant new funding source for your non-profit.

For helpful information from Google, please see [the Appendix](#).

If you'd like to discuss what you've read here, please visit the [forum for this tutorial](#).

Discuss this tutorial at Non-Profit-Forums.org

Appendix

This appendix section of the tutorial offers additional guidance regarding the AdSense program.

Beware Of Click Fraud

Read this page to avoid what could be a fatal mistake for your publishing project.

Now that you've read this tutorial, you know that Google ads are sold to advertisers on a price per click system.

Publishers are paid each time a visitor clicks on one of the AdSense ads.

The whole system is based on price per click.

This raises a danger that you need to aware of.

Click Fraud

The Internet is still a wild west frontier in many ways, and there are plenty of people that would like to cheat Google by artificially inflating the clicks on their AdSense ads.

This type of scam is called click fraud.

Be assured that Google takes this form of theft very seriously. Google has to protect it's advertisers in order to maintain a dominant position in the Internet ad business.

Be further assured that Google is a very large, technically savvy, and well funded company with long experience in fighting click fraud.

An Unexpected Enemy

No, of course you were not planning to cheat Google. That's not a non-profit mindset. Really, you are not what this article is about.

Instead, you need to be aware of a potential danger from within your publishing team, however well intentioned they may be about your cause.

Inexperienced members of your publishing team may think they are being very clever and helpful by clicking repeatedly on your AdSense ads.

This activity will look like click fraud to Google, because that's what it is.

Click fraud committed by over enthusiastic members of your publishing team could cause your organization to lose it's AdSense account.

Obviously, losing your AdSense account is something you really want to avoid.

Yes, there are other income sources you could replace use to replace AdSense if you had to. But, that said, thousands of other webmasters have tested the alternatives, and most wind up sticking with AdSense.

Here's how to prevent click fraud from derailing your project.

Educate Your Publishing Team

It's important that your publishing team understand that click fraud is

completely unacceptable to Google.

A simple rule well known to webmasters, that you can share with your team, is to never click on the AdSense ads on your own site.

Like Nancy Reagan used to say, Just Say No, to click fraud.

Educating your team isn't hard.

Just send them to [this page](#).

As part of this effort, you should never put anything on your site that explicitly urges readers to click the ads, as this too violates Google's terms of service.

There's no need to panic about this, as over a million webmasters have and keep their AdSense accounts.

However, you do need to make sure your publishing team understands that click fraud is a form of theft, and could be fatal to your project.

Discuss this tutorial at Non-Profit-Forums.org

AdSense Support

Your best source of information about AdSense is Google. Here are some tutorials from Google that can get you up and running, and address common questions.

[Quick Start Guide](#)

[Get Adsense Code](#)

[Managing Ads](#)

[Activation Demo](#)

[Adding Code To Your Site](#)

[Payments](#)

[Payment Schedule Video](#)

[Troubleshooting](#)

[Ad Filters](#)

[Help Forum](#)

Discuss this tutorial at Non-Profit-Forums.org

Adsense Policies

This page summarizes the policies you are required to comply with in order to be an Adsense publisher.

First, this page offers only a quick summary of Adsense policies.

You should also read and bookmark the official [list of policies provided by Google](#).

Here's a quick review of the highlights, offered to give you an idea of

what you will have to agree to, and live up to, in order to become and remain an AdSense publisher.

- Publishers may not click their own ads or use any means to inflate clicks artificially.

This is click fraud, theft from Google and its advertisers. Never click on the AdSense ads on your own site, period. Make sure your publishing team is aware of this.

- Publishers may not ask others to click their ads.

This means you can't make a direct appeal to your readers to click on your ads, even though you are a non-profit, and it's for a good cause.

Don't refer to your AdSense ads on your website.

- You may place up to, but not exceeding, three ad units and three link units on each page.

This is all the AdSense ads you need on a page anyway, adding more would be counterproductive.

- AdSense publishers must have and abide by a privacy policy regarding the use of third party cookies.
- You can't use AdSense on any page that is in violation of someone else's copyright.

AdSense publishing is a business, and a binding legal relationship with Google.

Be smart, understand the terms of this relationship, and be a good partner to Google.

AdSense Resources

Here are AdSense resources that you may find helpful.

[Inside AdSense Blog](#)

Get the latest news and tips from our official blog.

[AdSense Help Forum](#)

Ask questions, share answers, and post your favorite AdSense tips and tricks.

[Webinars](#)

Transcripts and presentations from our recent online seminars.

[AdSense Calendar](#)

Stay up to date on payment schedules, system maintenance, and upcoming events.

[Help Center](#)

Have questions? Find all the answers in our complete resource center.

[Demos & Guides](#)

Step-by-step instructions for beginners - from implementing your ad code to getting paid to optimizing with channels.

[Optimization Tips](#)

Earn more from AdSense with these simple tips.

[Success Stories](#)

Meet - and learn from - publishers who found success with Google AdSense.

[Publisher Tools](#)

Use Google's extensive suite of publisher tools to help with everything from smart analytics to driving traffic to your site.

[Webmaster Central](#)

Your one-stop shop for details about how Google crawls and indexes websites.

[Program Policies](#)

Publishers participating in the AdSense program are required to adhere to these policies.

[Webmaster Guidelines](#)

Follow these guidelines to help Google find, index, and rank your site.

[Ad Formats](#)

View all our ad formats, including text, image, video, link units, referral buttons, and themed units.

[Glossary](#)

Unfamiliar with some of the terms we use? Find their definitions here.

[Terms & Conditions](#)

When you participate in the Google AdSense Online Program, you accept these terms and conditions.

[Privacy Policy](#)

Google's Privacy Policy which applies to all of the products, services, and websites offered by Google.
