

For existing sites, building new content optimized around high-value keywords is a three-step process:

1. Identify current keywords.

These keywords are the core concepts of your page(s), which might or might not be incorporated in your meta tags and embedded in your page text.

2. Research related keywords.

Keyword research is . . . well, *key* to the whole Google ad game, for advertisers and AdSense publishers alike. Your goal is to find keywords that advertisers are bidding up. See the tip after this list for two interactive tools that uncover this vital bidding information.

3. Build content around high-value keywords.

Building content is easier said than done. Writing and assembling page content that keeps visitors coming back is a long-term process. For existing sites, the issue might be one of reorganizing existing content to optimize pages around high-value keywords.



The two biggest providers of pay-per-click search engine advertising, Google and Overture, both provide on-screen tools for determining the relative value of keywords. Using Google's Traffic Estimator is more work than using Overture's Bid Estimator and yields less explicit results. However, the results are more pertinent because you're trying to attract high-value Google ads, not Overture ads. Successful AdSense publishers put themselves in the mindset of an AdWords advertiser. Achieving that state of mind is best accomplished by opening an AdWords account and using the Keyword Suggestion Tool and the Keyword Estimator. There's no cost or obligation in opening an AdWords account. See Chapter 7 for complete instructions.

Making the most of AdWords tools requires a certain amount of savvy. Figure 13-1 illustrates the Traffic Estimator. You can see that certain keywords generate more clicks per day than others, meaning they are more popular search terms. You can also see that a relatively high cost-per-click (such as 38 cents for the keyword *ipod*) yields a lower ad position than a less expensive keyword (such as *imusic*). By inference, you know that *ipod* is a more valuable keyword than *imusic*, and if you create a content page optimized for *ipod* it will probably pull more valuable ads than if you optimized for *imusic*.

Overture provides a more direct view of comparative keyword value. Follow these steps to view Overture bid amounts:

1. Go to the Overture site at www.overture.com.

2. In the search box, type a keyword.