

[Pick the date]

ADSENSELABS.COM

FB ADSENSE NINJA (MAGIC TRICK)

Surefire Way To Make Money With Adsense | Adsense Labs

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Do's And Don'ts Of AdSense

Google AdSense could be a moneymaking machine for you and if you do it right you literally do not have to think about anything else. But, the real life scenario is something different. Almost 90% of all people who use Google AdSense to monetize their websites complain that it is very difficult to make a living off Google AdSense because Google has some very serious terms of services for AdSense users and there is not a lot of room for getting creative on the traffic front.

Unlike CPA networks Google does not allow paid traffic on AdSense websites unless of course you are into selling some kind of service on your site. Since you already have an AdSense account you probably already know your country specific AdSense requirements also understand that a simple mistake can get your AdSense account suspended without warning!

The bottom line is, if you want to keep using your Google AdSense account, you have to play safe and you cannot afford to take any risks.

You would find a lot of buzz on internet marketing forums about whether or not it is possible to use AdSense on picture blogs. Frankly, there are a lot of people out there who are using Google AdSense on picture blogs and seemingly getting paid every month, but the problem is Google AdSense was not designed for picture blogs in the first place. If you spend a little bit of time on Internet marketing forums you would see that Google is very particular about the kind of content that you publish on your website, especially those that have AdSense ads running on them.

The general consensus is, if you already have a bunch of high content of websites in your kitty and are in the good books of Google, you might get away with a picture blog or two with AdSense on them. But, the question is are you willing to take that risk?

What This Method Is Not About!

In this tutorial we are **NOT** going to teach you how to create a picture blog that has funny and idiotic pictures and then start sending traffic from Facebook! This is not going to be just another tutorial that shows you how to create a website that has pictures of grinning dogs and cats with irrelevant AdSense banners placed between the pictures!

That could spell doom for your AdSense account.

What This Method Is About!

In this tutorial we are going to show you how to create a fantastic website that offers “instructables in the Magic Niche” in the form of written and photographic content.

If you consider yourself an action taker, the earning potential for this system is limitless and the good news is there is very little to zero competition in this niche.

And yes, you would not be breaking any AdSense TOS!

Are you ready? Let's hit the road and make some money.



The Blueprint

We are going to create a website by using the ultra-click WordPress theme that you already received as a downloadable zip file.

The content on the website is going to revolve around interesting instructables (will discuss in detail later) and you are going to drive traffic to your website from a fan page on Facebook.

You are going to be using the **Boost Post** feature on Facebook to let your content go viral and add more fans to your fan page. These fans on your fan page are not only going to like your posts but they are also going to visit your website and check out the content there. Since they are also going to be sharing your content your traffic and earnings are going to grow over time.

Step 1: Setting Up Your Website

We are first going to set up our website and after that has been done we'll start working on the traffic part.

Domain Name: Get yourself a domain name first. On your website you are going to show people how to do interesting magic tricks using regular household items. You're also going to breakdown the magic tricks of popular magicians and help them perform the same.

So, your domain name needs to reflect the kind of content you are going to serve on your website.

The domain name does not have to be anything fancy because we are not going to be relying on search engine optimization for traffic.

Any kind of domain name extension is going to work for this method but a.com domain name would be preferable. You can use name.com for getting your domain name.



Host The Domain And Install Wordpress: Once you have got yourself the domain name, get yourself a hosting account if you don't already have one and then install WordPress on the domain name.

We are not going to discuss how to host a domain name and install WordPress because that is beyond the scope of this tutorial but if this is the first time you doing this and need some help you can look up videos on YouTube and there are a ton of them that are going to help you setup your domain name servers and install WordPress on your website.

Install The UltraClick Theme: After you have installed WordPress on your website the next that would be to install the **UltraClick** WordPress theme that you received as a downloadable zip file.

Theme installation is just like any other WordPress theme - you just have to go to your theme section in your WordPress dashboard and upload the zip file you received and activate the theme. We are going to put up advertisements on our website after we have added some content.

Step 2: Creating Content Your Website:

This is going to be the most interesting bit. When you are just starting out you are going to put up at least 10 to 12 pages of content before you start promoting your website. Once you start the promotion you are going to post at least twice a day on your website.

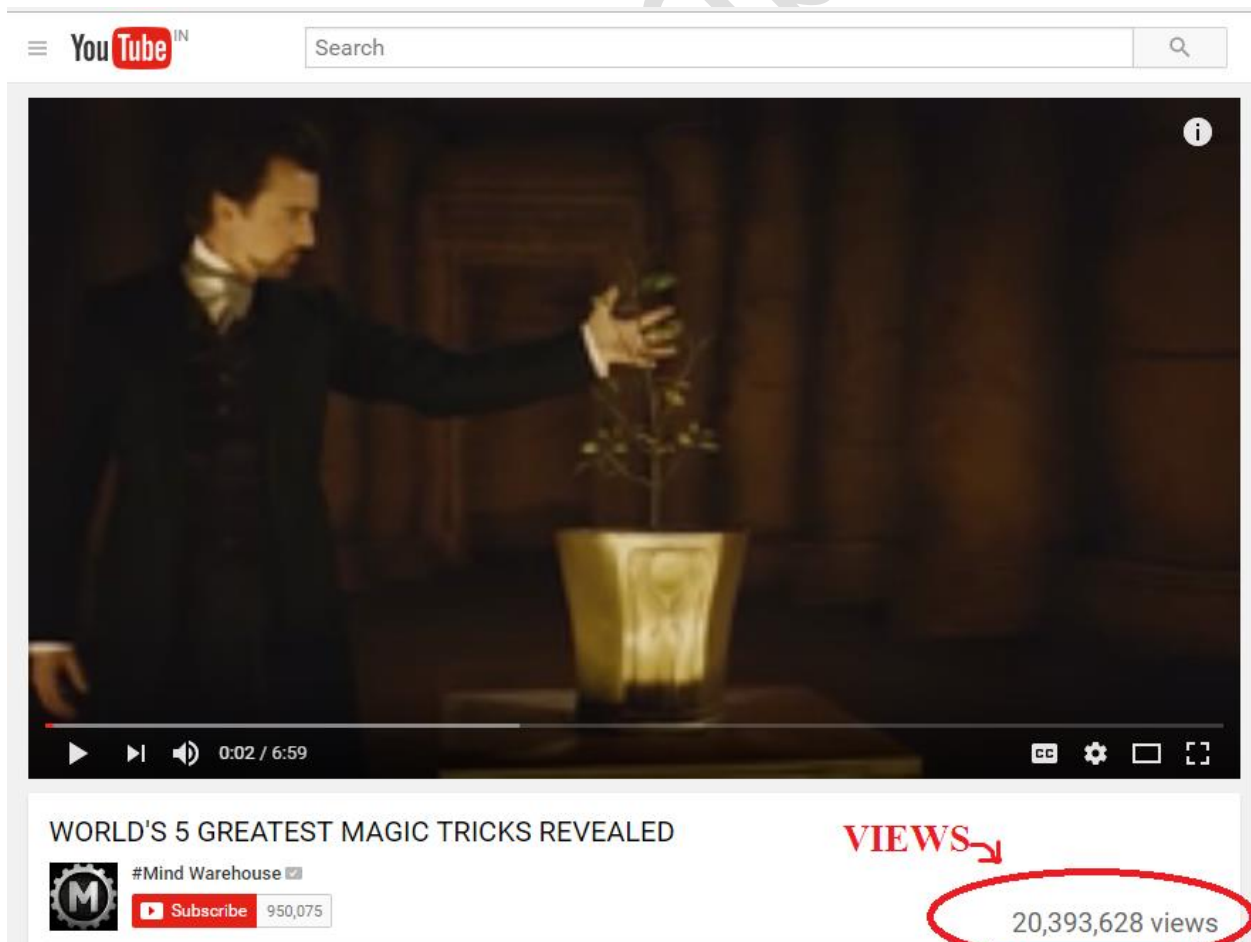
So, you already know that you are going to be posting magic tricks on your website but where would you get that content from?

Obviously you can look for such information on the web and there are a few websites out there that offer such information, but the best way to do that is by gathering information from YouTube. Yes, on YouTube.com you will find hundreds of videos with detailed explanation on how to perform magic tricks and there are also a ton of videos out there breaking down magic tricks of popular magicians from popular TV shows.

Here are a few examples from YouTube.com and in these examples we are going to demonstrate how easy it is to get content for your website from YouTube.com and what immense potential this system has. You don't have to be spending hours in front of your computer everyday looking for content - it's all there on YouTube. You just have to take the information from YouTube and post

screenshots on your website. These videos on YouTube are very popular with each one of them having millions of views. If you can manage to get even a small section of this pie your bank account is going to get flooded! Check out the following examples:

EXAMPLE 1: Look at the view count!

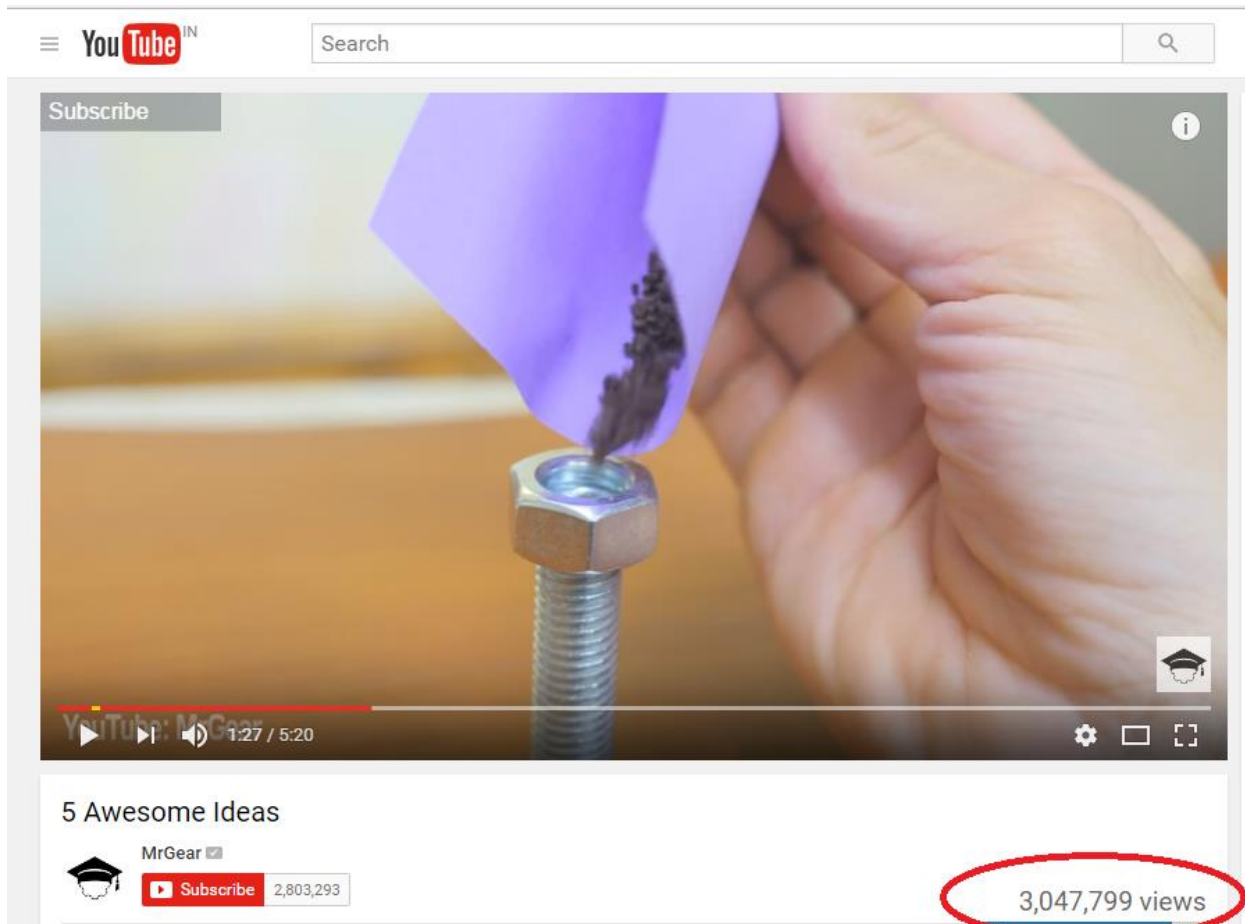


EXAMPLE 2:



There's no dearth of such content on Youtube. They don't help people in any way but they entertain and that's a super big niche!

EXAMPLE 3:



There are people out there that make a luxurious living off Youtube by sharing such interesting stuff. If you post such content on a regular basis on your website and also on your Facebook fan page this can really make you a lot of money.

Creating The Content: So, how exactly would you create the content on your website?

You are first going to go to YouTube.com and find out videos on magic tricks and interesting instructables using regular household items. You are now going to run the videos and pause them every couple of seconds to take screenshots. You are then going to compile the screenshots in easy steps and post them on your website.

This is the easiest way of doing it. Obviously if you want, you can check out the videos, grasp the information and then take images from across the web to explain the steps of a magic trick on your website.

NOTE: If you're taking screenshots from videos on YouTube.com try to avoid videos that have people showing their faces in the videos.

Once you have a few images either from screenshots or from across the web for a specific magic trick, you are going to put them in a basic photo editor and number the steps. If you don't have any idea how to use a photo editor, you can use something super simple as MS paint or Gimp.

Writing The Descriptions: Your content is mainly going to be image oriented, but you need at least some written content on your website to trigger the AdSense ads. You don't have to write huge paragraphs, but you need to put in at least one sentence beneath each photograph that you post on your website describing that specific step.

This is not only going to help people understand better and make them come back to your website but the sentences are also going to trigger the AdSense ads.

Page Or Post? Now, since you are using WordPress and your website is essentially a blog that you would be updating on a regular basis, you might wonder whether or not it's a good idea to start making “posts” or create individual “pages” for the content.

Since you are using the UltraClick WordPress theme, it's a better idea to go for “pages”. You can create a single page for each magic trick and then run your advertisements alongside the published content.

We are going to use an AdSense trick here too. This trick works only with The UltraClick Theme.

The following examples are going to help you understand better:

site.com tagline

Ask to Google

OSHA Forklift Safety
Train Your Employees
& Stay Current On
OSHA Regulations.
Order
www.forkliftsafety.com

Forklift Training
www.forkliftsafety.com
Operating Forklifts
English & Spanish.
Free Preview.
www.forkliftsafety.com

Forklift Operator
School
Download a Brochure
to Learn More &
Attend a Free Training
Workshop Day
www.forkliftsafety.com
OSHA 10 Hour
Course \$129
100% Satisfaction
Construction 10-hr
Cert. TURNER
www.forkliftsafety.com

CCO, Certified
Rigger
OSHA Approved
Lowest Price Signal
Person Cert- Included
www.forkliftsafety.com

Forklift Safety

img 1

img 2

img 3

With the inherent danger of operating such a vehicle,
forklift safety is a priority. Despite all of the rules and
regulations, accidents will still occur unless you have forklift

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Save 50% On All Forklifts Shop Online Or Call
877-327-7260.

Forklift Safety Training
www.forkliftsafetytraining.net
NSC offers DVDs, booklets, posters, & kits to train
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Forklift Operator Safety
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Training Drivers Now Easier than Ever with
Complete Mancom Program.

Forklifts
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Free Price Quotes!

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Free Price Quotes!

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www.columbusforklifts.com
Contact Us For On-Site Forklift Repair and
Maintenance Today!

Kentucky Forklift
www.kentuckyforklifts.com
Industrial Supplies, Used Forklifts & Warehouse
Equipment. Call Today!

Forklift Training Video
www.forkliftsafety.com
Forklift & Powered Industrial Truck Training on dvd
/ vhs, only \$89.99!

Download Forklift Program
www.forkliftsafety.com
A complete OSHA Compliant Written Safety
Program - Download Now.

Ask to Google

Explainer screenshot 1

Explainer screenshot 2

Explainer screenshot 3

Google Ads running
all across the site
maximizing CTR

this page is about a sigle magic trick

We have already mentioned to you that the UltraClick theme comes with five different skin options. The above example shows just one of the skins. You can customize the color schemes but by default this skin has a turquoise and black layout.

When creating your content on your website, you are going to choose “page” from your WordPress dashboard and then name your page based on the magic trick that you're explaining.

In the above example we have included three different pictures to explain the magic trick. You would notice that there is some amount of content in the form of description beneath each picture explaining that specific step. This content is going to trigger the ads on the website.

The purpose of the UltraClick theme is to maximize click through rates by increasing advertisement visibility on your website. That's exactly what you can see in the above picture. However, we have used a trick here to make even more advertisements appear on the site. Because of this trick your webpage is always going to have advertisement blocks on both sides of the content.

This way even when the visitors scroll down to look at the last few steps of your magic trick, they would be seeing advertisements on both sides of your content.

The advertisement layout is completely different from the regular layouts you see on AdSense websites. Typically AdSense websites have just two blocks of advertisements on the top of the page and then a single block on the sidebar.

With the UltraClick theme also you are using basically three different blocks but you are placing them differently.

Take a look at the screenshot below to better understand the trick that we are using:

vertical Ad banner



Rectangular Ad Banner



vertical Ad banner



site.com

tagline

Ads by Google

OSHA Forklift Safety

Train Your Employees & Stay Current On OSHA Regulations. Order Online!

www.safetyresources.com

Forklift Training

Train Forklift Operators in both English & Spanish. Free Preview.

www.2kforklift.com

Forklift Operator School

Download a Brochure to Learn More & Attend a Free Training Workshop Day

www.meritconstruction.com

OSHA 10 Hour Course \$79

100% Online; \$79 Intro price Construction 10-hr Card; TURNER

www.turneruniversity.com

CCO Certified Rigger

OSHA Approved - Lowest Price Signal Person Cert. Included

www.turneruniversity.com

Forklift Safety

img 1

Routinely handling loads of more than 1,000 pounds.

img 2

With the inherent danger of operating such a vehicle, forklift safety is a priority. Despite all of the rules and regulations, accidents still are frequent for site forklift.

img 3

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Forklift Safety Training

www.osha-safetytraining.net

NSC offers DVDs, booklets, posters, & kits to train forklift operators.

Forklift Operator Safety

www.Mancomm.com

Training Drivers Now Easier than Ever with Complete Mancomm Program.

Forklifts

ForkliftsBuyOnline.com

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Columbus Forklift

www.CentralOhioForklift.com

Contact Us For On-Site Forklift Repair and Maintenance Today.

Kentucky Forklift

UKForklift.com

Industrial Supplies, Used Forklifts & Warehouse Equipment. Call Today!

Forklift Training Video

www.safetyvideo.com

Forklift & Powered Industrial Truck Training on dvd / vhs. only \$69.95!

Download Forklift Program

www.MeritSafetyTraining.com

A complete OSHA Compliant Written Safety Program - Download Now.

Ads by Google

If you have been using AdSense for a while you would know that the end of each AdSense ad block is marked by the **Ads by Google** signature.

In the above example you can see that this signature appears thrice in the webpage which means that only three different ad blocks have been used on the website without breaking the terms of service of Google AdSense.

You might wonder how it could be possible to cover all the available real estate on your website with AdSense ads by using just three ad blocks!

This is where the trick comes in. The UltraClick Theme allows you to put advertisements of different sizes across your website and use of combination of different sized ad blocks on the same page.

In the above example we have just placed a single rectangular ad block unit on the top right corner followed by a vertical ad block unit placed right beneath the rectangular unit and then on the sidebar there is another vertical unit.

You see, we are not breaking the AdSense terms of service. We are just playing around with the ad block sizes here. This trick is going to allow you to fill your entire website with advertisements whether they are video advertisements, image advertisements or plain text advertisements as demonstrated in the above example.

The content that you are going to put up on your website is basically going to occupy just the middle column of the three columns that we are using on the webpage. The other two columns are going to be taken up by the advertisement blocks.

There Is A Specific Way To Format Your Content!

The whole objective here is to increase the visibility of your advertisement blocks. So, while creating your content you have to make sure that the vertical length of the content approximately matches the combined length of the advertisement column on the right hand side of the content.

If your content takes up more space than what the advertisement blocks can cover, people are going to scroll down to finish reading your content and there wouldn't be any advertisement block to accompany the content. That is going to reduce your CTR.

If you really need to add more pictures or written content you could either breakdown in the content into two parts and create another page explaining the second part of the tutorial or you could replace the top rectangular block with a vertical block.

DON'T DO THIS!!

**TRY TO KEEP
CONTENT
RESTRICTED
UP TO THIS
AREA**



site.com

tagline

Ads by Google

OSHA Forklift Safety
Train Your Employees
& Stay Current On
OSHA Regulations.
Order Online!
[www.safetytraining.com](#)

Forklift Training
Train Forklift
Operators in both
English & Spanish.
Free Preview.
[www.JKeller.com](#)

**Forklift Operator
School**
Download a Brochure
to Learn More &
Attend a Free Training
Workshop Day
[www.HobbyConstructionAcademy.com](#)

**OSHA 10 Hour
Course \$79**
100% Online; \$79
Intro price
Construction 10-hr
Card; TURNER
[www.turneruniversity.com](#)

**CCO Certified
Rigger**
OSHA Approved -
Lowest Price Signal
Person Cert. Included
[www.turneruniversity.com](#)

Forklift Safety

Routinely handling loads of more than 1,000 pounds,

With the inherent danger of operating such a vehicle,
forklift safety is a priority. Despite all of the rules and
new regulations, accidents still are incurred on the from forklift

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A complete OSHA Compliant Written Safety
Program - Download Now.

Ads by Google

**NO ADS
IN THIS
AREA!!**

**Need More
Space For
Content?**

**Replace this
with a Vertical
Ad Block**

**This ad will
get pushed down
to fill the blank
space**

site.com tagline

Ads by Google

OSHA Forklift Safety
Train Your Employees & Stay Current On OSHA Regulations. Order Online!
www.safetytraining.com

Forklift Training
Train Forklift Operators in both English & Spanish. Free Preview.
www.LKeller.com

Forklift Operator School
Download a Brochure to Learn More & Attend a Free Training Workshop Day.
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OSHA Forklift
Online \$79
100% Online; \$79 store price
Construction 10-hr Card; TURNER
www.turneruniversity.com

CCO Certified Rigger
OSHA Approved - Lowest Price Signal Person Cert. Included
www.turneruniversity.com

Forklift Safety

img 1

Routinely handling loads of more than 1,000 pounds,

img 2

With the inherent danger of operating such a vehicle, forklift safety is a priority. Despite all of the rules and new regulations, accidents still are frequent on the job.

img 3

Routinely handling loads of more than 1,000 pounds,

img 4

Routinely handling loads of more than 1,000 pounds,

img 5

With the inherent danger of operating such a vehicle, forklift safety is a priority. Despite all of the rules and new regulations, accidents still are frequent on the job.

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Forklifts Forklifts.BuyZone.com
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A complete OSHA Compliant Written Safety Program - Download Now.

Ads by Google

If you replace the rectangle ad block with a vertical one on the top you are going to get more space for your content but that is going to be the end of it - you would have to keep your content dimensions aligned with the 2 vertical ad blocks on the right hand side and there won't be any option to increase your content size later and still keep it aligned with your advertisement blocks.

If you still need more space for your content it's a better idea to create your content in several different parts with each part being published in a separate page.

You have to keep in mind that we are not here to entertain the entire world - we want to make money using AdSense and using this theme we have to increase the visibility of our AdSense ad blocks. It would not be a very good idea to let your content have dimensions bigger than the combined length of the ad blocks.

How To Create Vertical Advertisement Codes?

You just have to go to your AdSense account and in the content area you have to click on create new advertisement where you would have the option of choosing from a variety of different ad block sizes.

The “responsive” ad size works great, but the 300 x 600 vertical banner ad has been found to work better in some cases.

It is advisable that you do a split testing by running both the advertisement sizes on your website and then choose the one that covers the maximum space.

As far as advertisement type is concerned, a combination of image and text ads works well.

Google AdSense

Ad units

Page-level ads

Custom channels

URL channels

Ad styles

Other products

Allow & block ads

Performance reports

Optimization

Settings

Back to previous AdSense

Google Privacy Terms

Ad units

Content > Ad units

Name

Ad size ?

Showing Recommended

Automatic size Responsive

Preview

Recommended: ? ?

728 x 90 Leaderboard

Preview

Recommended: ?

336 x 280 Large Rectangle

Preview

Recommended: ?

320 x 100 Large Mobile Banner

Preview

Recommended: ? ?

160 x 600 Large Skyscraper

Preview

Recommended: ?

Ad type ?

Text & display ads

Recommended based on potential revenue

Text ad style ?

Custom channels ?

Backup ads ?

This works better than this in many cases, but do A/B testing

If you don't see this in your panel go here and look for Vertical Banners

Once you have the advertisement codes with you from your AdSense account, you just have to go to your theme settings area and paste the codes in the boxes.

If you want to use two vertical advertisements one beneath the other on the right-hand side of your content, you have to make the vertical advertisement code and paste it in the box that is supposed to take in the rectangular advertisement codes.

Inside the UltraClick Theme settings “AdSense” you would find that there are two different boxes for two different kinds of codes. There is going to be one box with dimensions 336 x 280. This is the box that is going to take in the code for your rectangular advertisements.

You would find another box that says 160 x 600. This is for your vertical advertisement codes. You are going to put in the 160 x 600 code in both of these two boxes.

Comments

Appearance

Plugins 2

Users

Tools

Settings

UltraClick

Collapse menu

AdSense 160 x 600 Code

Enter the code for your AdSense 160 x 600
Skyscraper ad

put 160x600
codes in both the
boxes

AdSense 336 x 280 Code

Enter the code for your AdSense 336 x 280 ad

So, that's how you create your content on your website. After you have created several pages of content you can link out to each page from your home page by creating a list of pages right beneath the 160 x 600 advertisement on the left-hand panel of your site. This you can do by going to the widgets area.

If you don't know how to create hyperlinks you can look up the information on Google.com and there are thousands of pages that can help you with that.

As far as the homepage is concerned; since all of your pages are talking about single magic tricks you can set any one page as your homepage.

Depending on the skin that you would use from your UltraClick theme, you can either choose to have a header image or just the name of your site in your header.

Step 3: Facebook Fan Page And Advertising

Now that your website has been completely setup, it is time for you to create a Facebook fan page for your website. Once the fan page has been created you are going to be driving traffic to that fan page by using Facebook advertisements.

Since this fan page is going to have content from your website your friends are eventually going to land up on your website to check out the different magic tricks and they are going to click on your AdSense ads and make you money.

Let us start by creating the Facebook fan page for your website.

Once you're on [Facebook.com/pages](https://facebook.com/pages), click the green **“Create a Page”** button in the upper right.



Create a Page

[Learn more about Pages](#)

Then **select which category your business is**: Local business or place, Company, Organization or Institution, Brand or Product, Artist, Brand or Public Figure, Entertainment, Cause or Community.

If you are unsure which you belong to, select Company, Organization, or Institution.

Since you'd be running a blog “organization” will work just fine.

Create a Page

Local Business or Place

ge to build a closer relationship with your audience and customers.

Pages I Like

Pages I Admin



Local Business or Place



Company, Organization or
Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

After you click the large square corresponding to your business type, you'll be asked to **fill out some information.**

This information will be different depending on which category you picked. For example, if you picked “Company, Organization, or Institution”, you’ll be asked to choose a sub-category and then to type your company name.

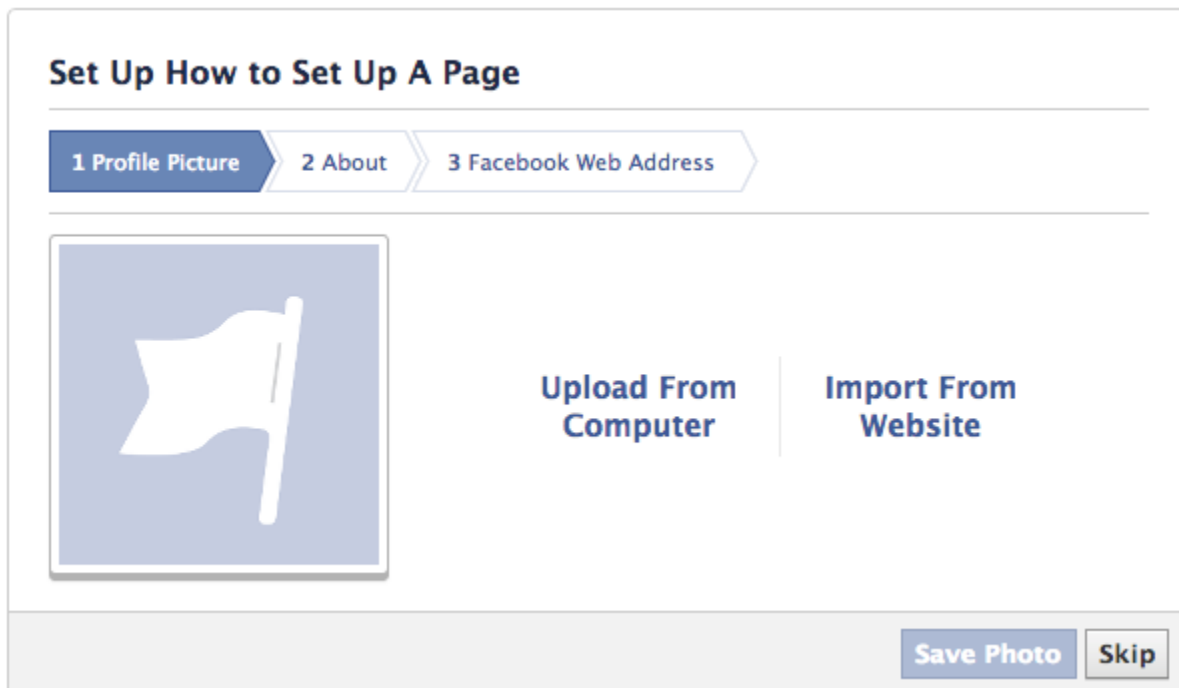
When complete, don’t forget to click “I agree to Facebook Pages Terms”, then click the blue “Get Started” button.

2. Complete basic information to boost brand visibility and SEO

During this step, you’ll be asked to select a profile picture, fill out your about section, and set up your Facebook Web Address.

When considering your Profile Picture, **be sure you pick an image that is 180px by 180px**. Once uploaded, the image will show on your fan page at about 165px by 165px.

Once you've either uploaded your profile picture or imported it from your website, **click save photo and click next**. If you want to leave your picture blank for now, its ok to click the “skip” button for now.



Set Up How to Set Up A Page

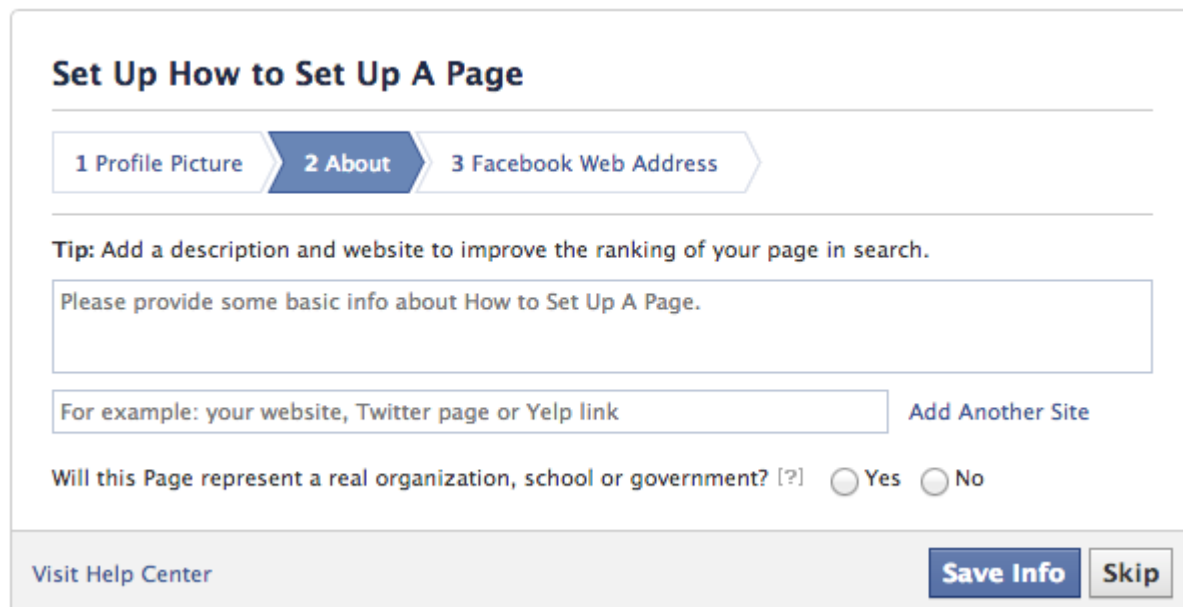
1 Profile Picture 2 About 3 Facebook Web Address

Upload From Computer Import From Website

Save Photo Skip

Next, you'll want to **fill out some basic information** about your business. When filling in your basic information, consider being *clear* and *concise* while also including *keywords relevant to your business*.

For example, if you are into sharing magic tricks etc., you'll want to use other keywords in your description like Magic Tricks or How Magicians Do Their Tricks. This'll help you get more leads through Facebook search later on.



The screenshot shows the 'Set Up How to Set Up A Page' section of a Facebook page setup. It features a progress bar with three steps: '1 Profile Picture', '2 About' (which is the active step), and '3 Facebook Web Address'. Below the progress bar, there is a tip: 'Tip: Add a description and website to improve the ranking of your page in search.' This is followed by a text input field with the placeholder text 'Please provide some basic info about How to Set Up A Page.' Below this field is another input field with the placeholder text 'For example: your website, Twitter page or Yelp link' and a link 'Add Another Site'. At the bottom of the form, there is a question: 'Will this Page represent a real organization, school or government? [?]' with two radio button options: 'Yes' and 'No'. At the very bottom, there is a 'Visit Help Center' link and two buttons: 'Save Info' and 'Skip'.

Set Up How to Set Up A Page

1 Profile Picture 2 About 3 Facebook Web Address

Tip: Add a description and website to improve the ranking of your page in search.

Please provide some basic info about How to Set Up A Page.

For example: your website, Twitter page or Yelp link [Add Another Site](#)

Will this Page represent a real organization, school or government? [?] ☐ Yes ☐ No

[Visit Help Center](#) [Save Info](#) [Skip](#)

Then **type in your website URL** and if you have a question with a yes and no radio button present, be sure to click yes, then click “Save Info”.

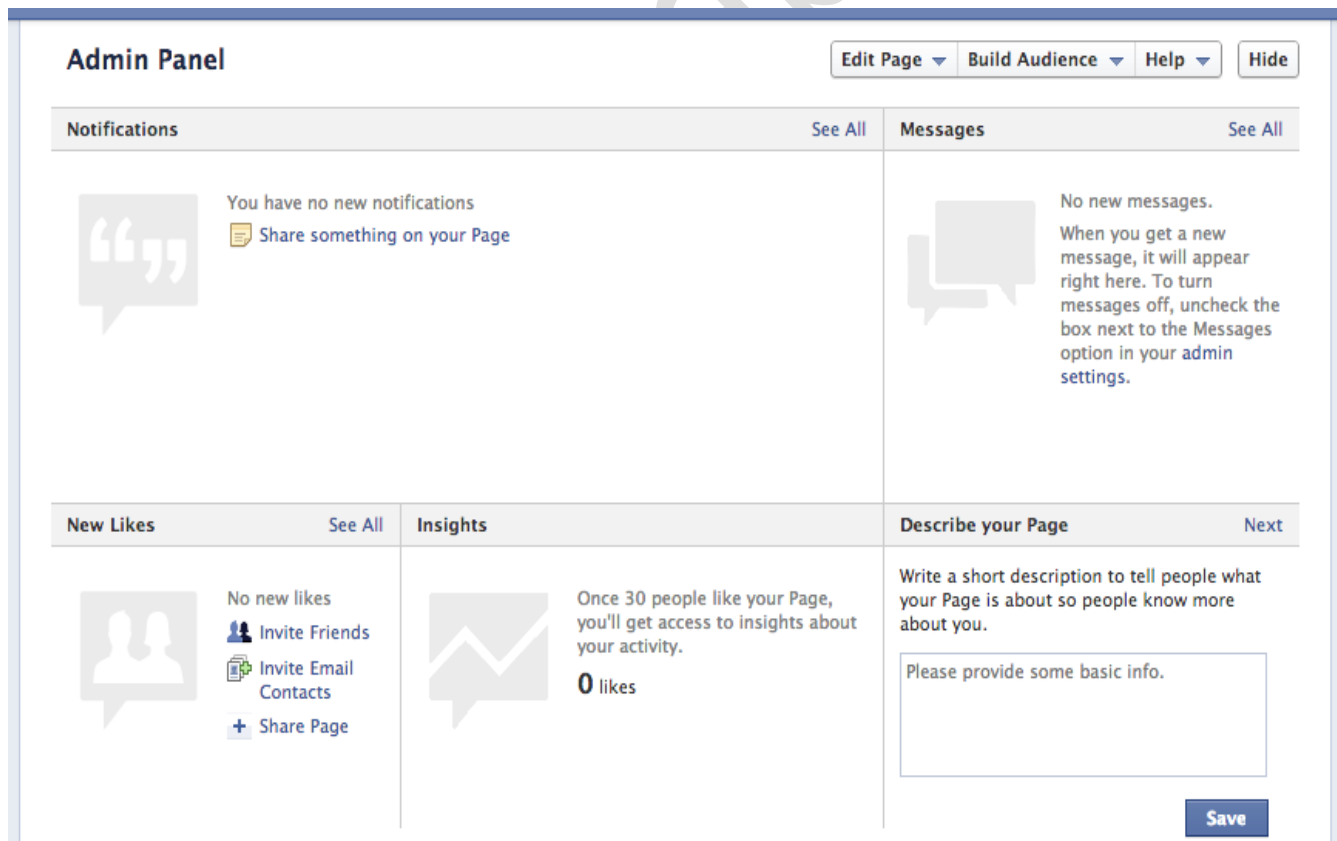
Lastly, you’ll want to **set up your Facebook pretty link**. Think about this like buying a pretty domain name from Name.com. This is the link your potential customers will type in to find you. Make it short and memorable.

Facebook will recommend you use your business name you entered earlier however, if that name is complicated or hard to remember, you may consider something *shorter* and *more memorable*.

Click “Set Address”.

3. Get smarter by using your admin panel

Only the fan page administrators can see the admin panel. The admin panel highlights core pieces of your page including *Notifications*, *new people who have liked your page*, and insights which will tell you *how well your fan page is doing*.



The screenshot displays the Facebook Admin Panel interface. At the top, the title "Admin Panel" is followed by navigation links: "Edit Page", "Build Audience", "Help", and "Hide". The panel is organized into four main sections:

- Notifications:** Features a "See All" link and a message stating "You have no new notifications" with a "Share something on your Page" button.
- Messages:** Features a "See All" link and a message stating "No new messages." with instructions on how to manage message notifications.
- New Likes:** Features a "See All" link and a message stating "No new likes" with buttons for "Invite Friends", "Invite Email Contacts", and "Share Page".
- Insights:** Features a message stating "Once 30 people like your Page, you'll get access to insights about your activity." and shows "0 likes".
- Describe your Page:** Features a "Next" link and a text box for writing a short description, with a "Save" button at the bottom.

Additionally, use the **“Edit Page”** navigation option to **update your info or add new administrators**. You can also use the **“Build Audience”** navigation option to **start inviting people to your page**.

Be careful how you use this though. You’ll want to invite folks after your page is filled with remarkable content which brings us to the next step.

4. Fill your page with content through storytelling

Congratulations, you now have your basic page set up. This step is what will really decide *how successful your page will be*. It also takes the most time.

You'll want to **focus on filling your page with status updates, milestones, images, videos, and other content that shares value** with your fans and tells your brand story.

Additionally, add in a cover photo to help build your brand. The cover photo should be 851px wide by 215px tall.

It only takes a few minutes to create a fan page on Facebook but its recommended that you spend a little bit of time doing this because Facebook is going to recommend your page to likeminded people and you don't want to be served to someone not interested in your niche!

Take your time and give your fan page your 100%. For profile pictures you can get a logo designed that you can also use on your site or you can simply use images related to magic tricks.

Step 4: Post On Your Fan Page With Links To Site

A blank Facebook fan page is not going to serve you any good. After you have created your fan page, the next step is to post some interesting posts on your fan page. Since you are looking to drive traffic back to your website, take the posts from your website and then put them up on your Facebook fan page.

After you have created a couple of posts, you are ready to promote your fan page and start pulling in traffic for your website.

We cannot recommend a specific budget for this - obviously the higher the better, but you can get started with as little as \$10 per day.

When promoting your fan page using Facebook advertisements make sure that you select the option that says **“Promote Your Page”**.

You could obviously promote individual posts, but promoting the fan page is a more cost-effective option. Having said that, if you have the budget you should split test both of them.

You’d see the option “Promote Your Page” on your fan page. Click that and you’d be taken to your “power editor” from where you can launch your ad.

Country Targeting: Keep it USA/UK/Canada/Australia or all. These countries would give you max adsense revenue.

Keep your audience size above 80,000 and above 18 years.

No other targeting is required for your niche because your niche would have all kinds of viewership.

Having said that, if you target females above 18 your adsense revenue could be better because your site might serve online shopping ads to women based on their browsing history.

If you need any help with FB ad creation check out the following link (you probably wouldn't need it):

https://www.facebook.com/business/help/294671953976994/?helpref=hc_fnav

P.S: Don't forget to check your "total spent" everyday and reduce the click prices after 48-72 hours and see if you keep getting the same kind of traffic. If you wish you can later increase your budget again.

Here are a few tips for successful Facebook advertising:

1. When you are starting out Facebook is going to suggest price per click for your advertisements. This is the money that you are going to pay to Facebook for every like or share of your fan page that Facebook generates for you. Unless you have very deep pockets it's not a wise idea to let Facebook decide your price per click. Opt for the manual bidding option and there put in a fairly high price to start with.

The beginning high price is going to attract more clicks for you and after the first 72 hours you can start using the cost per click until you reach around 50% of what you started off with.

For example if you started out with \$1 per click, you can gradually reduce that amount through manual bidding until each click costs you \$.50.

2. Facebook Advertising is very efficient and you are going to start seeing people joining your fan page superfast. However, if you want to convert those people into traffic you have to have very high engagement levels on your fan page. This means whenever someone has shared your content or commented on your content, you should reply back and participate in the conversation. If you don't participate people are not going to go check out your website.

These are the only two tips that you need for successful Facebook advertising.

Setting up your advertisements on Facebook is very easy but if you think you don't have the time or patience to create your first advertisement you can hire someone from [fiverr.com](https://www.fiverr.com) for just five bucks and get your advertisements set up properly.

Once your advertisements start running there would be traffic coming into your website. This is when you should start posting at least twice a day on your website.

Take action... don't postpone things and this is going to work wonders for you.

Thanks,

AdsenseLabs.com