How to use Adzenze Fortune Teller

*DO NOT RENAME ANY OF THE SHEETS WITH COLORED TABS IN THE WORKBOOK OR THE PROGRAM WON'T WORK. YOU CAN MAKE ALL THE NEW SHEETS YOU WANT WITH YOUR OWN KEYWORD DATA, BUT LEAVE THE COLOR CODED ONES THAT THE TOOL USES IN ITS PROGRAMMING ALONE!

ENABLE MACROS IN EXCEL OR THE PROGRAM WILL NOT RUN!

****USE **EXACT MATCH** FOR ALL THE DATA YOU GET FROM THE GOOGLE KEYWORD TOOL

AND MAKE SURE YOU ARE **LOGGED IN TO YOUR GOOGLE ADWORDS ACCOUNT** OR YOU WON'T GET ENOUGH KEYWORDS, OR CPC DATA!

See the instructional videos here http://adzenzefortuneteller.com/instructions

Need help with the tool? Send me a message http://adzenzefortuneteller.com/contact

The Eight Easy Steps

1- Go to the Google adwords keyword tool and sign in / choose exact match for your search type. Choose a decent size niche and harvest around 2400 or more keywords (takes less than 3 minutes, you get over 800 at a time)
2- Compile your 800 KW lists into one list in excel
3- Paste your compilation list into the "BKL" attached to whichever site planning module you are working with
4- Press the "Sort Big Keyword list" button located in each of the site plan modules (SitePlan1-5)
5- Add a mixture of all three different keyword types to your site plan, take out certain KWs and add different ones as much as you want until your site plan looks good to you.. you can do whatever additional research you would like to do BEFORE you add them to your site plan such as ranking competition research with Traffic Travis (that's what I use sometimes..)
6- Play around with the variables in your site plan based on how well you think you can do for each KW
7- Instantly see the profit potential / and cost of your proposed Adsense site
8- Build your site and make money!

Adzenze Fortune Teller INSTRUCTION MANUAL

<u>**IMPORTANT NOTES ABOUT THE KEYWORD MODULES (BKL, KWT1,KWT2,KWT3) *READ THIS!***</u>

You don't have to use them if you have your own way of getting your keywords! Just make sure that however you populate your site plan modules, the columns are just like they are in the Google keyword tool.. A-Keyword B-Adcomp C-Global D-Local E-CPC

Some niches are insanely competitive…

In these cases you will need to do some more digging to find the easy traffic keywords. Try using more conversational Keywords to build your big keyword list... "how to..." "Easy ways to..." Use your brain. You can keep pasting as many results from the google keyword tool as you want into the BKL modules, and sort them with the one click sort button as many times as you want. **Just NEVER delete anything from the BKLs or your KWT lists will get shorter and we don't want that.. <u>only add to the BKLs</u> you can <u>sort and filter as much as you want in the KWT modules.</u>**

Site planning modules (labeled SP1, SP2, SP3, SP4, SP5)

<u>The five site planning modules are intended to help you plan out five different Adsense sites.</u>

The key words and their respective data are pasted into the site planning module and the forecast data is populated on the right-hand side of the spreadsheet based on numerous formulas and calculations. The calculations that the site planning module displays will show you at a glance the earning potential, flipping profit potential, total upfront cost, and several other important metrics of your proposed Adsense site.

There are controls in the site planning modules that allow you to change important variables and see the outcomes in real time. For example you can change the projected ranking of any keyword on a per keyword basis. You can also make global changes to variables such as rank, CTR, page views, and flipping time with the simple buttons on the top of the worksheet. This is the fastest way to see the true potential of your proposed site before you spend any money on content or SEO.

The five site planning modules are also a simple and convenient way to keep all your site building plans in one spot, along with your budget and SEO goals (rank, CTR, Monthly Earning Goals) all right there on one page. You can simply copy and paste into a new sheet for your content writer.

Each site planning module is intended to be the final step of using this tool.

**Once you have populated a site planning module there is no filtering of data or sorting of any kind. You can easily delete keywords and add new ones all you want, however.

Each site planning module is attached to four keyword research modules.

Keyword Research Modules

BKL- Big Keyword List Modules

only add to the BKL never delete or when you use the one click sort function your KWT1, 2 and 3 lists will shrink

The most important keyword research module is the **big keyword list, or BKL**. Each site plan module is attached to ONE BKL and three KWT lists!

The **big keyword list** is where you will paste a large list of keywords that you download from the Google adwords keyword tool.

The purpose of the BKL is to save yourself from a lot of headache by picking through results and filtering in the Google ad words keyword tool (or waiting and waiting for traffic Travis or market samurai to scrape the same data!) Once you have used the big keyword list and the one click filtering function you will be as addicted to it as I am.

The BKL will keep all of your keywords that you have downloaded exactly the same as they were when you pasted them in.

This list will be there for you to go through whenever you want.

For best results, you should load up the BKL with at least 2400 keywords related to your niche. This works really well with bigger niches. You can easily find subniches with this tool.. you will be surprised how many there are!

To Populate the BKL:

Go to the Adwords Keyword tool and sign in, choose exact match as your match type

Type your **main niche idea** (this should be a niche, not just a KW) **Wedding dresses** is a big ass niche (I used this for my video example), not a micro niche. Use a big fat niche for your first 800 keywords. Don't do any filtering or fussing around just download all 800 keywords as a csv for excel.

Now type in your **secondary niche idea** that is related to your first niche idea but slightly different. For my example I did **Wedding Gowns** for this second search. You see it is very similar, but had TONS of new keywords that the first search did not have. Download all 800 as csv for excel.

Repeat with a **third term that is related to the first two** but describes it differently, and is a **little more of a long tail**.. In my example I used **best bridal wear** and this returned a HUGE list of NEW keywords the others did not. Download all 800 as csv for excel.

You can keep inputting related seed keywords all you want, the BKL can hold a million KWs, but I have found that between 2400 and 4800 is usually enough.

Now you will combine all 3 or however many lists of 800 into one giant CSV, keep all the data (ad comp, global, local, cpc) <mark>**don't worry about duplicates, the tool takes care of everything including removing dupes when you use the one click sorting function.**</mark>

Open your giant CSV compilation of lists, go to cell A1, select all, copy, and paste into cell A1 of the BKL attached to the site plan you are working on **(your first site will be SP1-BKL) for site plan one.**

Keyword type (KWT) modules

The keyword type modules or KWT1, KWT2 and KWT3 are simply lists of the three different types of keywords for your Adsense sites. These KWT modules are populated with the one click filter located on your site planning page. When you click the button labeled "filter big keyword list" the program will populate all three keyword type modules with keywords.

The three different keyword types are as follows:

KWT1- These are the competitive keywords with high search volume, high advertiser competition, and high CPC. You should include some pages on your site dedicated to this keyword type. Although these keywords will be harder to rank for, you don't necessarily have to rank well for these keywords to get clicks on those pages. These are the pages were you will try to direct the majority of the traffic from your site to.

KWT2- these are the core keywords of your site. These keywords will have good CPC, decent search traffic, and should be easier to rank for and KWT1. With KWT2 focused pages you will try to rank for your keywords, and get the visitors to:

Click ads on your KWT2 pages (Duh!)

Entice them to visit your KWT1 pages by including anchor text links, and non-SEO based links that simply say click here to learn the real secrets of_____ or something related to your niche.

I always include as many related keywords as I can on all the pages on my site. One of the things I do to help me accomplish this is to use several keywords from my KWT3 list all over my site. That brings us to keyword type 3.

KWT3- These are smaller search volume keywords which (in general but not always) means less ranking competition. You can use Traffic Travis or whatever technique you want check competition for all your

keywords. I like to use some type 3 keywords on my sites to give me some momentum with relatively easy rankings right from the start. I find that many times I will get clicks on my type 1 and type 2 pages from the traffic that I get from these type 3 keywords.

Get busy planning some profitable sites!

Additional information- Site Plan Modules- User changeable variables

Rank- How well do you think you can rank for each keyword? Set this number at a conservative amount so you see the worst case scenario

CTR- How high do you think your CTR will be? If you have experience in a niche you will already have an idea of how well your ads will perform. From lots of research I have found that many beginners end up with CTRs of 2% and under. For this reason 2% is my "worst case scenario" and default setting. Most of my sites can usually get CTRs of 4-7% fairly consistently but this is depending on so many factors it's ridiculous. Some sites will get the occasional 10-15% and some get 2% and under some days. Choose a conservative CTR if you want to make a wise decision on whether or not to build a site on the keywords you add to the tool.

PVPV (page views per visitor)- This is obviously important , because the more page views you get the more likely someone will stumble on an ad they like and click it. From my research based on my own Adsense sites and many others who have talked about it in forums, 2 pages per visitor is very safe and conservative number. I would not change this variable too high personally but if you are confident your pages will keep them clicking and going all over on your site you can increase this to a higher number.

Fliptime- This is the amount of months you plan to show revenue for on Flippa. The longer your site has earned money and the more it earns, the more it will sell for. The total site flip profit potential is (fliptime# X total montly profit potential). The thinking here is that you can sell an Adsense site for between 3-12 times the monthly revenue. I have the default set to 3 to continue the conservative estimate theme. Many Adsense sites will actually sell for 8-12x montly revenue depending on many factors I won't go into here.

Hosting Cost- If you are getting hosting just for this site you should add the monthly cost here and it will be added to the total site start up cost

SEO Cost (ranking cost PER KEYWORD)- I have this defaulted to 30.00 per KW because that is about what it costs me to get to a decent rank for medium difficulty keywords. This can vary an insane amount depending on the difficulty of your niche and what kind of linking strategy you have, so set this at a reasonable amount considering how high you want to rank, how much you pay for your linking process, etc.. only you know this number.

Content Cost (How much do you pay for per page of site content?)- I know it depends on how many words on the post or page, and how much your writer charges, so you can change this variable all you want. I have it defaulted at $15 but there are many writers who charge much less for shorter articles, but you want to be sure your content is REALLY GOOD now. I used to get away with some pretty cheap and poorly written content but that is not going to help your rankings now. I highly recommend spending a little more for great writing even if it means starting with a smaller site (12 pages or so) if you are on a budget.

If you want a very high quality site created for you, you can use my team by clicking here

Resources:

Hosting:

I have 4 shared hosting accounts, I do this because I am superstitious and because In case one IP is not looked at favorably from the Google gods, I have four more. I recommend having your sites spread out on different shared accounts, I see no need for expensive SEO hosting. Here are the 2 hosts I recommend because I personally have 2 accounts with each of them, and they are both perfect for what I do with my sites.

Ipage- Cheapest shared hosting and still really good for wordpress sites

Affiliate link- http://www.ipage.com/join/index.bml?AffID=624217

Non affiliate link- http://www.ipage.com

Hostgator- A little easier to set up your WP sites, but a bit more expensive

Affiliate link- http://secure.hostgator.com/~affiliat/cgi-bin/affiliates/clickthru.cgi?id=johnhofmann

Non affiliate link- http://hostgator.com

Keyword, Competition, Link, and Domain Research-

Traffic Travis- This is the only tool I use for all my SEO business needs. I highly recommend it if you are serious about SEO and making sites. You DON'T NEED THIS TOOL or any other tool to make sites the way I showed you, but it makes competition research ridiculously easy, and for a one time price of $97 it's just not something that requires much thought (in my opinion). There is a $1 seven day trial too which gives you the fully functioning tool.

TT Pro Affiliate Link- http://www.traffictravis.com/professional?aff=securephp7

$1 Trial Affiliate link- http://www.traffictravis.com/trial?aff=securephp7

Non affiliate link- http://www.traffictravis.com/

Ip hiding / VPN / Sort of like proxies

HMA Pro VPN- **This is a necessity** if you are doing any kind of scraping for links, or if you are checking competition on more than 10 or so keywords at a time with Traffic Travis. Hide your ip, scrape all you want! I use this tool every single day all day long.

Non affiliate link- http://hidemyass.com/vpn/

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